Translating China:

A case study of Chinese-English translation in CCTV international broadcasting

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ABSTRACT

The dissertation investigated the role of translation in the international news of CCTV-NEWS, China's official 24-hour English television channel. Based on van Dijk's structuralisation of news discourse, theories of globalisation, news translation and news production were compiled together as a framework to map international news translation into a multi-level social context. The study aimed to find out textual strategies that CCTV-NEWS adopted to translate domestic news for English-speaking audiences and influences on translation from media organisation and China society. It was also hoped that this research would serve to contribute alternative approach for future studies of third world media systems.

To investigate the object of study at micro and macro levels, the dissertation studied and compared the news discourse of CCTV's English news and their Chinese source texts. Interviews with different CCTV-NEWS staffs were also referred to as supportive evidences from media insiders, which expanded the research scope to professional and organisational levels.

The result of the study revealed that the news translators of CCTV-NEWS used modification strategies at all textual levels in order to suit target English-speaking audiences' interest and knowledge. On the other hand, influences from the social context were also found to be significant, which were reflected in administrative structures, executive limits and ideologies.

Conclusions were drawn that CCTV-NEWS is ambitious in becoming a global media whilst still had to carefully balance between global standards and national political ideologies. The study also proved that it is possible to explore the social context behind media organization's practice through studying international news translation, which could help us better understand developing countries in a globalised world that the discourse power is to be shared and varied.

I. INTRODUCTION

> The world is mediated. Translation is a medium. The medium is the message.
>
> Q.E.D.

A random afternoon I was aimlessly surfing on internet when a thread suddenly bumped into my sight. Some people were sharing stories about how they were misled by the wrong translation in computer games. It made me think about the role of translators for a while then suddenly I was shocked by the ubiquity of translation in everyday life. Wherever there is foreign language there is translation. While I am totally dependent on what the translation says, its true speakers are invisible from my sight. Who are they? Can I trust them?

The thought exited me for a good while, before I noticed that how unlikely people are to notice the role of translation in everyday life. More often than not, people see through translation and focus only on the information, barely questioning whether and how the information is interpreted, modified, and then represented. To an extent, we are blind to what is just under our nose.

As a lyrics translation amateur, I am quite aware of the influence of translator and his translation has on readers. It always amazes me that no matter how awful your translation is people still strive to make sense from it. Thus, at the beginning stage of theorization, it first came to me that McLuhan with his 'the Medium is the Message' (1964). By adopting his discussion of 'extension of man', translation in terms of the extension can be interpreted as the extension of the comprehension ability language and words.

To describe in a Heideggerian notion, that could be the experience of 'Dasein ("being-there")'. Geographical distance has kept us from traveling around wilfully; the language barrier is even harder to break. In this sense, it is always through various forms of translation that we make sense of the world.

However, this inspiration has brought me nothing much new until the background of globalization was added to the frame. It is what Harvey (1990) describes as 'the annihilation of space by time' that grants the power of language in framing people as well as places, as people are now much more dependent to media message than ever.

As for translation, Bielsa and Remael (2009) have observed the invisibility of translators in global media. Involved in the process of globalization, people's awareness to language barrier is gradually fading out as a result of the global medicalization and regionalization. It is true that the significance of translation in public cognition is being minimalized. Yet considering the function and interventional power of translation in global information flow, the invisibility is not much of an issue to concern.

Translation allows us to learn how distant area is localized through the use of cultural-specific description, and also the way in which peripheral areas accommodate their culture into universally shared codes. The proliferation of one language through the process of translation is also the proliferation of power, social structure and culture that is built in the language system itself. Meanwhile, the discourse model of the source language is integrated in the translation product as well. Given the hybrid (Neves, 2005) nature of translation, new information is created through the process of information transmission. In this sense, even the notion of globalization may have various domesticated versions.

Facing the predominance of English in global media market, one has to adopt the English language to get oneself heard by the world. To gain the share of discourse power, many developing countries are establishing international broadcasting system, and China is one of them. Seeing China's unique language system and cultural-political background, I believe that a study of translation in Chines media can offer the West a better understanding of the country's perspective to globalization and self-identification in globalization. In addition, it is hoped that this research will serve to contribute alternative approach for future studies of third world media systems.

LITERATURE REVIEW: DEVISING A FRAMEWORK

It is not an easy task to set up a theoretical and theoretical framework for the analysis of television international news translation, especially when one tries to discuss this topic in the context of news production. Not only have we lacked of sophisticated literature on media translation study per se (much less television international news translation), we also face the difficulty to bridge the many gaps between it and other disciplines.

In this chapter the author reviews on a cluster of theories from different disciplines, and explores how these theories can point to the study of television international news translation. The first two sections introduce theories and approaches from the fields of

globalization studies, media studies. The introduction of translation studies is place in third place so that its position in the theoretical framework can be identified. The final section introduces van Dijk's discourse analysis of news as the major tool for my text analysis. Then the author proceeds to a specification of the conceptual framework of the research, with a statement of research questions and objectives coming in the end.

Globalization: The Background

Theorizing Globalization and Media: Interconnectedness and Simulations

It is astonishing to see how quickly the concept of globalization comes to occupy academic discussion and popular life in just two decades. So often the concept is cited and used that now it even has lost some of its explanatory power. While debates on the validity of the term remains unsolved (Giddens; Beck, 2000), new concepts keep emerge, challenging previous theorization of world and nation. Yet in another sense, the seemingly chaotic scene can be interpreted as a reflection of the fact that globalization is an on-going process which involves everyone in the world. Thompson (1995: 149) defined globalisation as:

> the growing interconnectedness of different parts of the world, a process which gives rise to complex forms of interaction and interdependency.

Although other versions of definition of globalization vary at different degrees, what are in common are the intensification of social relationships, interdependency and interconnectedness, and the expansion of mediation into various fields (Albrow, 1990; Beck, 2000; Rantanen, 2004). Established hierarchical and political structures have given way to networks, and the media and communication networks that do not follow the boundaries of nation-states (Castells, 1996) have become a distinct field of research.

Global media studies approach to global connection in mediation. The technological development of ICTs (especially the Internet) has enabled the global information flow to be transmitted almost simultaneously, in a state which McLuhan describes as 'action and the reaction and occur almost at the same time' (1964). In the case of news, as Beck (2000) cleverly points out, now it is the news rather than audience that travels.

It is in this context that a drastic increase in the amount of foreign news is realised on television screens. As a consequence, distant others as well as the relationship between nation and global become mediated through media representation.

However, there have been pessimist accounts of mediation, the representatives of which are Baudrillard's work on simulation (1983) and Harbermas' scepticism of media representation. Simulation, as Baudrillard tells us, is not a representation of something other than itself but a representation of already existing spectacles of mass fascination that refer to themselves as "real" (1983). Partly agreeing with him, Habermas takes the television spectacle of 911 as example, suggesting that media irrevocably alters our encounter of suffering (Borradori, 2003). Van Ginneken (1998: 40) also comments on global news:

> News is usually said to concern the "really important events". This answer seems satisfying until one comes to realize that it is not at all obvious what is "real", what is "important", or what is an "event".

If we accept that all relationships in news are mediated rather than "real", then similar consideration should also be taken when it comes to translated international news reports. Nonetheless, as Christina Schäffner correctly observes, it is through translation that information is made available across linguistic borders, and that frequently reactions in one country to statements made in another country 'are actually reactions to the information as it was provided in translation' (2004: 120). As will be explained later, in the translation of international news, the news messages are mediated at different levels.

Questioning 'Foreignness': localization and glocalisation

The role of place is often an insignificant one in news history, yet the situation is changed when globalization is introduced into discussion. Meyrowitz, in his influential book, *No Sense of Place*, argues that electronic media affects us in leading to 'a nearly total dissociation of physical place and social place.' (1985: 115). He draws the conclusion that the feeling of 'no sense of place' has increased, and we are relatively without place (ibid: 308) in globalization. Harvey (1990) further adds the dimension of time into this thinking. He talks about time-space compression, which suggests the annihilation of space by time. An alternative but similar conclusion from Waters (1995: 58) further clarifies the change, arguing that it is rather social relationships that are stretched across great distances.

Therefore, the spatially-bounded conceptualization of "foreign news" as "things that take place elsewhere or a distance far from home" becomes ambiguous and questionable, since "foreign" and "domestic" are deeply interwoven, as are "global" and "local" (Rantanen, 1992:

4, in Rantanen, 2009: 80) . To make it clear, it is the cultural distance (Rantanen, 2009: 80) rather than technological distance that makes a piece of foreign news "foreign".

Bringing this in mind, place should now be described as constructive and extendable. In the context of international news production, the localization of news is then a matter of how places are connected to other locations and related events (Rantanen, 2009: 85) so that the news suits audiences' need and expectation. Cintas and Rameal coins the term 'glocalisation' (2007: 230) to indicate that localisation (or domestication/regionalization) as a strategy for globalization.

Thus, for news agency journalists, careful study of target audiences' knowledge frame of foreign places is necessary. If the news is not written in the target language, then it is very likely to be the job for translators to do the modification.

However, compared to major global news agencies such as Reuters, AFP or CNN, international broadcasting organizations based on developing countries are facing a much trickier situation in terms of strategies for localization and globalization. On one hand, the development of communication technology and growing significance of Third World counties after WWII call for the proliferation of their human relations, hierarchies and interactions (Cintas and Remael, 2007: 230) through international broadcasting. On the other hand, the lack of discourse power at global level still keeps the images of these organizations as well as their country of origin as the "Other" in global news space. Therefore, when reporting domestic events to foreign audiences, the journalists/translators may have to readdressing self as "Other" in order to gain 'glocalisation'. How to balance between adhering to origin nation's own value and gaining audienceship could be very challenging task. The following part further explains such dilemma.

International News Production

Global media studies and news flow studies highlight the role of mediation in international news production, yet the discussion in relationship between news and facts, news and knowledge and news and ideology is nothing new. Following approaches in media studies, this section specifies the characteristics of international news production both at micro and macro levels.

Alternatively, translation in international news production procedure involves a great amount of editorial and rewriting work, which can be regarded as a second news script-

writing. In this sense, I argue that theories and models of television news production are also applicable for translation analysis as well.

How International is International?

It sounds redundant to ask in such a way, yet it may worth a second thought if we look into what the concept of "international" means, in term of its denotation, connotation and neutrality. But first we should discuss something else.

In his book, *Understanding Global News*, Van Ginneken asks 'what is "nothing new"' (1998: 22) about news, since he sees that news is not itself a somewhat arbitrary category but something that has been repeated again and again. I quote Goffman (1986: 14-15) from his book *Frame Analysis* as his comments precisely point out the rationale behind such repetitions:

> 'The design of these reported events is fully responsive to our demands—which are not for facts but for typifications. Their telling demonstrates the power of our conventional understanding to cope with the bizarre potentials of social life, the furthest reaches of experience…'

The experience and knowledge of individual is always limited. It does not only relate with education or status but also comes out as a result of socio-cultural cultivation. This mental frame is a cognitive system that sets up models and scripts for the interpretation of cultural codes, establishes connection between things and ideologies, and at times channels people's look through cultural-political grids (Van Ginneken, 1998: 7-8). To conclude, the mental cognitive frame serves as initial reference for people to make sense of the world.

It is now easier to understand that the concept of "international" (or world) per se and its connotation are in no ways neutral, and in many cases simply political. Van Ginneken (1998) gives a critical account of the Anglophone world news glossary, i.e. the historical and geographical constructed connotation of North, East, West and South. He sees the notions used more often in a subjective way, and often imply pre-selected and pre-interpretation. Although ethnocentrism is not a uniquely West European or North American affliction, the Euro-American frame is the one has been exported globally so that today many continents and Third World (which is again a Eurocentric term) countries still bear those labels today.

The 'selective articulation' (Van Ginneken, 1998: 22) of words in news text, as Gambier (2006: 9) interprets it, '…not only mirror reality but also construct versions of it, and analysis can show how and when certain choices are made'. In other words, framing and typification

reflect and constitute strategies of localization. In international broadcasting, framing effect in translation need to be studied as carefully as in source text.

With the advent of globalization, attention on links between globalization and journalistic practices are still sparse (Holm, 2001:114, 125). A study on differences of choices can help reveal differences of social contexts, norms and powers behind global media organizations.

Models of Choices

So far, we have had a perceptual understanding of the complex relation between international news production and its cultural, political context. Yet to analysis why and how these contexts influence journalism practices we still need some specific theoretical models.
In her influential comparative study of the news production in Danish and Japanese news agencies (2003), Lisbeth Clausen devises what she calls 'the "domestication" model', which describes levels of influences on news production strategies. It is illustrated by the figure below.

Figure 1. The 'domestication' model: Influences on news production strategies

Source: Based on Clausen (2003: 80)

Clausen (2003: 80-3) argues that:

1) The global context influences on international news output in national broadcast institutions: Themes, actors, communication forms and formats, sources.
2) The national: political, legal and technological environment. "extra media factors", "world views" of executive management.
3) The organizational: differences at the public station and the private station. Including hierarchical structures, micro process and discursive practices' of news production, qualification of staffs.
4) The professional: values and journalistic standards

Furthermore, Clausen explains that "global" describes 'how "discourse" is transferred globally and mediated through the employment of conventional communication' (2003: 81). Therefore global context refers to the framing of global themes and global coherence. Compare this to the earlier discussions, this level of context resembles with 'glocalisation' and adaption to the mental frame of target audiences. As a comparison, we also take a look at a similar model from Holm, which shows slight differences from that of Clausen.

Figure 1.2. A model of factors influencing the process of daily news choice in foreign news. (Holm, 2001: 117).
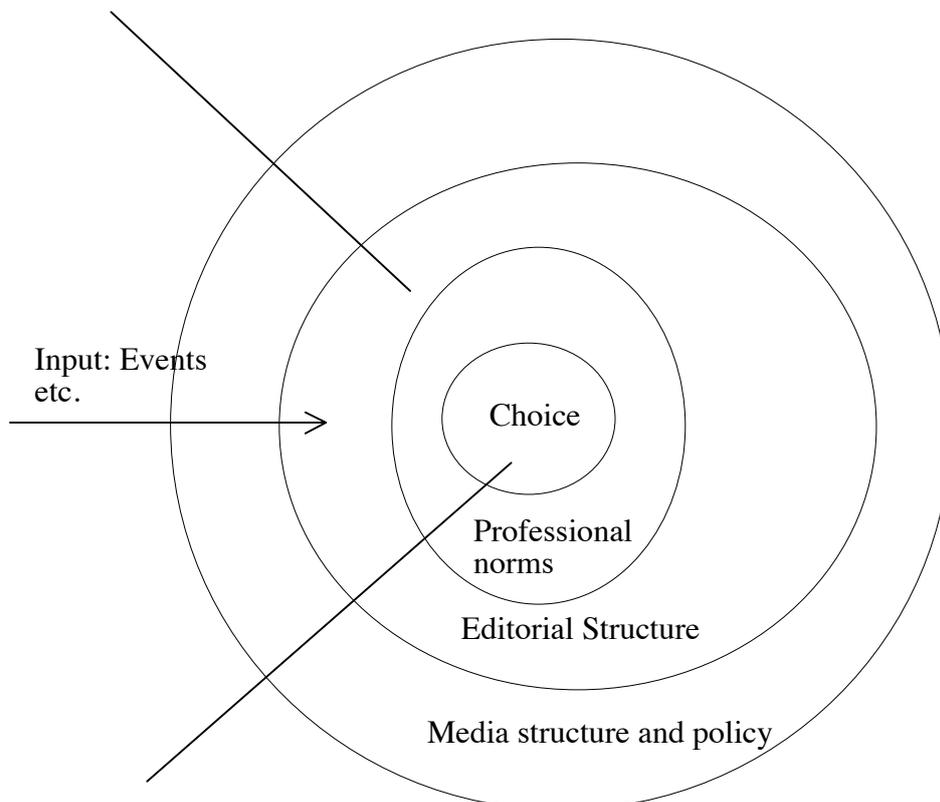
Obviously the Holm model only emits the Clausen's global level. However, to effectively use both models as reference for analysis the researcher needs a good understanding of a media system at both macro and micro levels, which means single text analysis of news text and translation is not sufficient. Therefore discourse analysis and triangulation with other empirical observation should be adopted as appropriate.

A Quick Scan of China

The overall condition of Chinese media system can be described by paradox and adaption. Since the execution of open and reform policy in late 1970s, the rapid growth of Chinese economy has gain the country power and status at global stage. On the other hand, the central value of society is still under the hegemonic control of communist party system. Such duality is well reflected in China's party-press media system.

Pan (2000) and Shi (2005) both observe that global media and global market have always been a significant driving force in Chinese media organizations. Meanwhile, the orthodox ideology still takes media as an instrument by which the party propagates its policy and ideology (Lee, 1990). The post-socialist China's integration into the system of global capitalism has made problematic the traditional role and regulative system of Chinese press and mass media (Shi, 2005: 34). To soothe the tension between party-press principles and market forces, Chinese media often tend to take so-called 'adaptive measure' (Tuchman, 1978), i.e. to be 'more capital-oriented within the limits of maintaining the legitimacy of officially sanctioned (not necessarily Communist) ideology' (Shi, 2005: 35).

Pan (2000: 254) borrows a metaphor from Chinese journalists to indicate the 'residual space for innovative activities' (huodong yudi). As the research will reveal, the spatial metaphor of Chinese media system continues to play a key role in China's international broadcasting.

International News Translation

We now shift the approach to translation studies, focusing on the basic theories as well as means of translation. The second stage foregrounds the role of translators out of their invisible characteristics in television international news production in order to dispel misinterpretations and finally map television international news translation into the big jigsaw of global news studies.

Audio-Visual Translation: Reconceptualization and New Research Fields

Although AVT is common in modern daily life, there has been a time when scholars tended talk about adaption rather than translation due to the spatial and temporal limitations imposed by the medium itself (ibid: 9). Since ATV frequently resorts to omission or addition of linguistic items from the original, and sometimes it also changes information from one mode to another (i.e. subtitling). Many areas in AVT are ignored by translation studies of all disciplines (Delabastia, 1989: 213) until very recently.

To change the situation, some scholars have suggested the reconceptualization of both translation studies and AVT. Agreeing with Delabastita (1989: 214)'s highly flexible notion, Neves argues for the hybrid nature of AVT, which includes 'the translation of messages' and 'the adaption of …visual codes' (2005, 151-154). In general, there seems to have reached an agreement on the flexible and inclusive characteristics of the term (Citas and Remael, 2007: 11).

The study of Bielsa and Bassnett (2009) takes a key step by bringing AVT studies into the context of globalization. Their study defines the issue of translation in two dimensions: language variations and ideologies. Taking side with Remael and Kaufmann, Bielsa and Bassnett questions the neutrality of translation:

> …the so-called neutral language it uses is often the voice of authority. i.e. the voice imposed by the TV channel (Remael, 2004, Kaufmann, 2004). However, we wish to emphasize again that no translation is neutral and that translating always involves making choices and taking decisions.

This forceful argument not only reminds us of theories in frame setting and models of news choice, but also indicates the possibility for discoursal and cultural analysis of translation. If we accept the nature of AVT as a hybrid, then we should not be content with its regaining of translation status. Rather, a scholar must see the AVT as a multiloop transmitter at the

conjunction of a variety of fields. These factors and dimensions influence and mix with each other and create new meanings. To conclude, I still go back to McLuhan's wisdom, that 'medium is the message'.

Translation in International News Production: significance and invisibility

To bring translation studies back to the practical context of global news production, the hybridity of translation is reflected in the significance of translation strategies, the invisibility of translation effect and translators.

A most basic feature of news translation is that it is purpose-motivated. In order to domesticate news for specific geographical, temporal and cultural context, translators always need to do a wide range of editorial and rewriting on the original piece, whilst literal translation of the original copy are rare. It does not require that source text's form and content are preserved without significant alternations in translation, nor is it an essence that must be respected in the target text (Bielsa and Bassnett, 2009: 65).

Bielsa and Bassnett conclude five types of textual interventions for modification use (2009: 64):

1) change of title and head
2) elimination of unnecessary information
3) addition of important background information
4) change in the order of paragraphs
5) summarising information

Karen Stetting coins the term 'transediting' in the purpose of 'coping with the grey area between editing and translating' (1989: 371). Likewise, Hernandez Guerrero defines news translation as the creation of a news text. The interventionist role of translator/transeditor (Stetting, 1989, Bielsa and Bassnett, 2009) is obvious.

Yet the real circulation process minimizes the role of translator intervention. Unlike those who directly involve in the production of global news, translators take rather humble position in integration within journalism. As a result, they become less known by people than editors or journalists. Additionally, in nowadays almost simultaneous global information flows, it is most ideal that translators can reach near-instantaneity. According to Bielsa and Bassnett's research, being invisible even become a must for translator as invisibility guarantees the good

quality of the translation (2009: 92). The need for hiding its very intervention and the integration within journalism leads to the double invisibility of translator (ibid: 72).

Bridging the Gap: International News Translation as Discourse

This final part of the review maps all abovementioned theories and models into an analytical framework that is capable of tendering all my research questions. The strategies of translation as concluded by Bielsa and Bassnett are only effective in describing grammatical and rhetorical dimensions of news. In other words, they are not able to serve as analytical tools that can incorporate the thematic and schematic level of news text. Shall researchers intent to interpret news translation as a socially constructed discourse they need the assistance of a framework that can show the panoramic image, i.e. the production of news is a socially and ideologically controlled set of construction strategies (van Dijk, 1988: 27).

News as Discourse: Inspirations from van Dijk.

Van Dijk, in his book *News Analysis* (1988), carries out a series exclusive and exhaustive analysis on news reports from worldwide presses on single event. Yet what is unique and valuable about this book is the approach that van Dijk takes for analysis. Deviating from the traditional content analysis approach to news, van Dijk addresses news reports as a particular type of discourse, and that news messages need to be understood in their own right (1988: 1-2).

This approach brings the contextual perspective into media text studies. Economic conditions, social and institutional routines are included altogether as contextual dimensions for news analysis. Based on this perspective, van Dijk further argues discourse as a communicative event, which inherently includes two focuses: one of textual structure, other of cognitive/social/political contexts (1988: 9).

Having included the macro social levels, van Dijk shifts attention onto the question of how societal macro properties express themselves at the micro level (1988: 18). In the particular case of news discourse, news participants are invited into the analytical frame as social actors. The social actors are themselves carrier of social cognitive scripts, and each has a subjective model (Johnson-Laird, 1983; van Dijk & Kintsch, 1983) which reflects memories, ideologies and the socially-shared culture and knowledge. In the production of news, the schemata in models work on journalists in the interpretation of events and news gathering routines (van Dijk, 1988: 27).

To process this extended version of news discourse, van Dijk devises his most valuable contribution of the book--a structure model of discourse that can accommodate different disciplines at both micro (local) and macro (global) level:

Figure 2: Structures of discourse (van Dijk, 1988: 17)

LOCAL STRUCTURES (Microstructures)

Sentence structures (grammar)

    Morphology

    Syntax

    Semantics and Lexicon

        STYLE

RELEVANCE
STRUCTURES

RHETORICAL
OPERATIONS

Sequential structures (text grammar)

    Relative syntax (cohesion analysis)

    Relative semantics (coherence analysis)

GLOBAL STRUCTURES

Semantic macrostructures (topics, themes)

Formal superstructures (schemata)

In the following part, I shall explain in detail how this structure fits into the above mentioned, multi-disciplinary theoretical framework as a guide for analysis of translation as discourse.

Mapping the Theories and Towards More Questions

According to section iii, the role of translation in global news is as important as news-writing, in the sense of the intervention of translation in news production and the fact that the circulated message is all that is translated. Bearing this in mind, the research adapts the structure of discourse devised by van Dijk (1988) into the analysis of television international news translation as a multidisciplinary discourse.

Globalization and localization set the tune of nowadays global communication. van Dijk's global structure echoes with Clausen's global level of news productions and strategies of localization. Superstructure can be most relevant to mental frame in terms of coherence and relevance, and also a direct reflection of organizational norms and routine in news writing. Macrostructure of topics reflects the effect of mental frame in the sense of the cultural-political cultivation of knowledge. The question of 'what is globally known' directs speculation to professional aspect of journalism. Alternatively, questioning 'what is known as global' directs us to the speculation of ideologies.

News production and translation procedure are easier to be reflected in local structures. Grammatical adjustment in semantics, syntax and lexicon, as well as the construction of coherence and cohesion can all be interpreted as a way of reemphasizing and prioritising (Bielsa and Remael, 2009). This contributes to the interpretation of framing from micro level.

According to van Dijk (1988), Style, relevance structures, and rhetoric operations are factors that influence all levels. Their loose and discursive existence can be compared to the very question we address at the very beginning: about the perception of "reality" and simulation in mediation. From thematic and schematic structuring of news to the choice of lexicon, these three factors embed in all levels of discourse structure. And the comparison of them between translation and source text helps us to draw a clearer image of the global news production in China.

It is impossible to match each of every element of such big framework into van Dijk's structure. Yet so far we have covered the main aspects which we will analysis in the follow. An additional reflection from interviews with CCTV staffs will lead more discussion at the national and organizational levels.

Accepting translation as discourse, the researcher further argues that a strategy in translation is always inseparable from the context in which the decision is made. The researcher then asks the following questions:

Research Question

1. Within the context of globalisation, in the case of Chinese international broadcasting, what is the role of television international news translation in the production of domestic contents as global product in terms of selection, completion, and development?

(1) What changes and modifications has translation done to the source text, at what level and how?

(2) What strategies are adopted as efforts for globalisation/localisation?

(3) Are there differences in the framing of realities between the two texts? If any, what are they and what has the difference told us?

2. Within the social, political and cultural context of China, to what extend does television news translation reflect Chinese media's response to globalisation in terms of ideology, policy and norms of journalism?

METHODOLOGY

Case Study Approach

With the purpose of incorporating international news translation analysis with the study of the context and environment of the translation practices, this research adopted case study approach. This approach presents the opportunity of systematically analysing China's international broadcasting, which is still a rarely accessed field to western academic research. Case study not only provides an opportunity of examining Chinese television news production in its cultural and political context, but also serves as a strategy to bring Chinese media insiders' views on international news production into academic studies.

Case study can be the most effective approach for both Chinese media study and media translation research. Contrast to the country's political and economic significance at global level, Chinese media still lacks international influence and trust at present stage. On one hand, both media system and media production attracts little attention from outside domestic scholars. On the other hand, China's booming media industry in its unique language system calls for more in-depth and specific observation. In this sense, case study approach is chosen for an exploratory, descriptive, and explanatory study. It also provides a platform for researcher to collect qualitative data with different methodologies.

Research Design: Triangulation at Multiple Levels

To produce a qualified and convincing research, one is often encouraged to use of more than one approach to the investigation of a research question within affordance of time and resource, i.e. triangulation.

The purpose of triangulation is to 'enhance confidence in the findings' (Bryman, 2004) and to 'mutually validate research findings or the invalidation of incorrect results' (Web et al. 1966). In the specific case of this research, the strength of triangulation may best described as producing a more complete picture of reality, so that the data can serve to reflect the broad cultural and social context in the research questions.

Following Denzin (1989), the research applies triangulation at multiple levels. In the literature review part, the researcher has adopted theories from different disciplines to theorise a conceptual framework for international news translation studies. Likewise, the design of data sampling and research tools also adopt different methodologies to investigate

the unit of analysis. The data is constituted by two types of evidence: the first is a selection of sample English news texts and their source text in Chinese. The second part includes telephone/online semi-structured interview with four staffs of CCTV-NEWS about the organisational and professional features of CCTV-NEWS, as well as the staff's own response to the media system and news production procedures.

The sample texts and their source texts are analysed and compared by using van Dijk (1988)'s framework of discourse analysis. As has been explained and justified in the literature review, translation in international news production can be studied as a discourse. Discourse analysis of translation, as that of its original news piece, helps us to study the particular global, national, organisational and professional contexts that influence a news agency's production of global news. More than this, following McLuhan, translation as a medium carries the message of news agency's subjective interpretation of local and global, of "Us" and "Others", which is of utmost importance in globalization process.

The interview plays a relative supportive role in this research. Compared to discourse analysis, the strength of interview lies in that it provides access to personal accounts and interpretations, meanwhile revealing understanding of life worlds and systems of beliefs. This adds to the depth and extends the scope of the research. Although the transcript of interview will not be analysed with discourse analysis, the information it delivers will be taken as reference of study object's behaviour and opinion in social context.

The Unit of Analysis

At present there are a number of television channels that do international broadcasting in mainland China. In light of the quality and quantity of sample text and the attempt to be able to collect data from one that can be representative of most of mainland China television broadcasters, the author chose CCTV-NEWS, a 24-hour English news channel of China's major state television broadcaster: China Central Television (CCTV).

Founded in 1958, CCTV is one of the 'big three' media in China. It has absolute power and influence in mainland China, and it is also China's most influential media outlets. Unlike most Western news corporations, CCTV is a state-owned company that falls under the supervision of State Administration of Radio, Film, and Television. On the other hand, it also takes advantage of market economy and makes an annual income of 1.2 billion Yuan[1]. With

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[1] http://www.adweek.com/aw/esearch/article_display.jsp?vnu_content_id=1003541507

10,000 employees, a network of 21 public channels and 19 Pay TV channels [2] reaching more than 1.2 billion viewers home and abroad, [3] CCTV is considerably biggest corporation in the world[4]. The channel produces its own news reports in multiple languages. The launch of its first 24-hour news channel in 2003 marks that news report still remain CCTV'S main feature.

CCTV-NEWS, originally named CCTV-9, is launched in 2005 as mainland China's only 24-hour English language channel. The channel caters to a global English-speaking audience, including English speakers in China, overseas Chinese, and English-speaking audiences who are interested in China. Reports say that CCTV reaches 30 million Chinese overseas[5]. At global level, CCTV-NEWS claims its global audience is 45 million [6]. The channel's programmes include hourly News Update on home and global events. China 24 and Asia Today report domestic and regional developments, and there are many other feature and in-depth programmes. In the case of reporting news of China, the channel share information and resource with other CCTV Chinese channels. A considerable number of its English reports on events of China are translated from source texts that are originally written in Chinese.

The selection of CCTV-NEWS as the unit of analysis provides the research abundant sample source texts and translations for analysis of media message. It also gives an opportunity for western communication studies to look into one of the official mouthpieces of the Chinese government with in-depth perspective and contextualized interpretation.

Data Collection Procedures:

Sample Texts

The sample texts for analysis are randomly selected from news reports from 5th June 2010 to 13th June 2010. As the research does not take any quantitative analysis on the data, a total number of X texts are used in this research as sufficient.

The first stage of data collection is the recording of all programmes from 5th June to 13th June. Due to the shortage of equipment, the research had not way to record the programmes

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[2] http://english.cntv.cn/20091207/103449.shtml

[3] http://www.adweek.com/aw/esearch/article_display.jsp?vnu_content_id=1003541507 . Also see
http://www.nytimes.com/2008/08/22/sports/olympics/22cctv.html?_r=2&partner=rssnyt&emc=rss&oref=slogin

[4] Ibid.

[5] http://www.nytimes.com/2008/08/22/sports/olympics/22cctv.html?_r=2&partner=rssnyt&emc=rss&oref=slogin

[6] http://english.cctv.com/english/about/index.shtml

directly from a television set. Therefore, the data is collected by using an alternative access by recording through CCTV's official streaming media player CCTV-BOX. CCTV-BOX is CCTV's self-devised streaming media player that allows Internet uses to watch live and recorded programmes of most of CCTV channels (including CCTV-NEWS) for free. As the recording was carried out simultaneously with broadcasting, the programmes recorded are exactly the same with those on TV.

In the second stage, the researcher went through all news reports from the 9 days recording and picked out news that covers events or stories that happened in China. Economic news was not selected as most of them are highly routinized and contain too many terminologies. The topic of each piece of news was identified.

In the third stage, the researcher looked up for the news pieces that were translated to English from Chinese, and tried to find the original news reports in Chinese through the website of CCTV-Xinwen, the Chinese counterpart of CCTV-NEWS. The website of CCTV-Xinwen has a good video collection of all its programmes. All news reports are listed by title and it is easy to search them through search engine. Each news report in Chinese was carefully examined to make sure that it does contain the source text of the English news. These news reports were also fully transcribed. In the end, the transcript six pairs of Chinese-English news reports were chosen as the sample for analysis.

Design of the interview

Compared to the sampling of texts, it turned out to be a much tougher task to find appropriate interviewee and to make interview design.

According to the research questions, the most ideal interviewees are a group of staffs taking different positions in CCTV. It is expected each of them can contribute to the research with different stories and perspectives.

However, the researcher has no previous experiences working in any Chinese television media and the absence of social network became the initial problem. Luckily, the researcher finally managed to get in touch with four CCTV-NEWS staffs and ex-staffs, and gained their permission and consent of interview after informing them of the study purpose. The four interviewees' positions range from executive level to script writer.

The form of interview is set as semi-structured qualitative interview, in the light that it grants some freedom and possibility to divert during the interview whilst still keeps the topic within a framework.

The interview guide is consisted of 12 open-ended questions. The questions address organization structure, norm and routines, as well as interviewee's response to news production procedures and their interpretation of international broadcasting. Considering the interviewee's willingness to answer, the wording of questions avoided addressing sensitive topics and using academic terminologies. To presume best outcome quality, the interview was conducted in Mandarin Chinese as both the interviewer and interviewees' first language.

As the searcher studies in London, it was not possible to carry out face-to-face interviews with interviewees in Beijing. More importantly, because of the busy schedule of broadcasting, the interviewees were not able to spare too much time on the interview. With a concern of efficiency, the researcher had the interviewees to choose forms of interview themselves. As a result, three chose telephone-interview, with one chose online interview. All telephone interviews were audio-recorded.

RESULTS AND ANALYSIS

Discourse Analysis of Sample Texts

Centering on the interpretation of television international news translation as discourse, this section seeks to understand media message in their own right (van Dijk, 1988). Following Bielsa and Bassnett (2009), the researcher analyses sample source texts (ST) and their translated texts (TT) in English with a description of the translation strategies adopted by CCTV news producers. On the other hand, the researcher also adopts van Dijk (1988)'s structure of discourse and his approaches of news analysis in an attempt to synthesize text analysis with broader professional, cultural and political context in international news production. In other words, the initial analytical category is not linguistic structure of the text such as semantics or syntax, but the construction of discourse at micro and macro levels.

This section starts with a review on the stylish and rhetorical choices in CCTV-NEWS' Chinese-English translation with examples. To do this, the analysis compares the projection

of knowledge frames in Chinese and English in terms of grammatical arrangement and overall coherence of the texts. It then moves onto a detailed of the semantic and schematic construction between sample source texts and their translations, and explores how socio-cultural context and professional norms work on news translation procedures. It also concerns the work of rhetoric and principle of relevance at this macro-level. Finally, a brief summary of the findings directs the research to the ideological dimension, which we will proceed to in the next section.

Styles and Rhetoric in Micro Structures

■ Grammar Modifications

The first difference noticed between translation and it source text is the grammatical arrangement of heading. The Chinese headings and English translations seem to follow two totally distinct routines of grammatical construction. According to van Dijk (1988), the general grammatical feature of heading is nominalization and inverted declarative. As he always takes New York Times as the prototype for news report comparisons, it is plausible to take it as the stylish routine of western tradition of news-writing.

As a result, we see some headings that are strictly adapted to this style:

Sample 1

Kindergartens Caught Charging 'Security Fees'

The structure of the head shows the use of nominalization and inverted declarative. The news piece describes how two kindergartens illegally charge fee from parents in an excuse of paying security guards. The subject of story (kindergartens) is put in primal place. The act (charging 'security fees') and its consequence/solution (get caught) follow as embedded proposition with the agent who lead to the consequence (local authority) emitted by using passive tense. And the whole story is nominalized as phrase.

As a comparison, the Chinese heading (literal translation in bracket) is as follow:

Sample 1

甘肃兰州两幼儿园违规收取"安保费"

(Gansu Lanzhou two kindergartens illegally charge 'security fees')

Not only has the primal factor become name of places, but the head is presented in a simple declarative sentence with an adverb. A head like this may be confusing for English-speaking viewers, as the subject is hidden in the sentence, and no indication of the kernel event can be found. However, due to the difference in reading habits, this head is very much easy for native Chinese audiences to comprehend. For them, the kernel event is already highlighted by the only adverb. In other words, the news value rests on illegal act being spotted ('illegally charging') rather than punished ('get caught').

The syntactic modification of head not only reflects professional awareness of difference in news writing tradition but also shows a deliberate refocusing on news values based on understandings of ideology: while domestic audiences will be attracted by the revealing of illegal act, people in countries with more developed legal system would like to see problem solved according to law and regulations.

■   Prioritization and coherence

Bielsa and Remael has cleverly pointed out that the nature of translator's intervention is prioritization (2009: 93). Prioritization in news matters not only because it channels audiences' perception of levels of importance, but also has dialogical influence on people's model of knowledge and relevance. Just like what Schank says, that models are updatable and constructible through the act of 'retrieving similar models from memory' (Schank, 1982). The modification of model through prioritization tends to come with alternation on relative semantics.

Sample 2[7]

Repairs Continue to Wenchuan Lifeline

国道 213 线汶川段恢复单向通行

(national highway 213 resumes one way traffic)

四川汶川：断道施工 加快抢修 213 国道塌方段

(Sichuan Wenchuan: broken road reconstruction quicken the emergency repairmen in national highway 213 collapsed part)

Reconstruction efforts are continuing after two sections of a national highway collapsed in Wenchuan County in southwest Sichuan province. One way traffic has resumed during certain periods of the day.

而受连日暴雨的影响，有着"震中生命线"之称的 213 国道在 6 月 7 号晚上和 6 月 8 号凌晨接连发生了两处路基坍塌。经过全力抢修，今天上午的 9 点，国道 213 线汶川老虎嘴附近的塌方险情已经基本得到了控制。现场的抢修暂停，开始分时段恢复单向通行。

(influenced by rainstorm for these days, the "earthquake lifeline" national highway 213 at 7th June evening and 8th June morning collapsed twice in succession. After all effort reconstruction, this morning 9 o'clock, national highway 213 Wenchuan near Laohu Zui collapse has now almost been under control. The reconstruction was paused and started resuming one-way traffic).

The text in the lead does not exactly match each other, but the general information is the same.

In both cases, the coherence between headings and lead is rather obvious. In the source text, the word 'national highway 213' is prioritized, presuming the mutual understanding of the subject between audiences and journalists. In fact, after the earthquake in Sichuan in 2008, the word 'national highway 213' has been familiarized by most Chinese audiences as the 'lifeline' from Wenchuan. The theme continues in the second sentence, only adding a specification of the exact location 'Laohu zui'. The subject in the third sentence becomes 'reconstruction'. This is understood as a "cause-result" connection with the subject in

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[7] The English news text combines the information from two Chines source texts, therefore both headings in Chinese are given.

previous sentences. In a sense, the prioritization is based on a rapid update in the audience's model in terms of 'Wenchuan' frame.

As to the translated text, what is prioritized and made coherent in heading and lead becomes a personified act of 'reconstruction (reconstruction efforts)', and 'one way traffic' in following sentence is a "cause-result" succession of the theme. The highway's name is not specified and is referred to as 'lifeline' in heading. The only location reference for audience is only 'Wenchuan', which is known by the world after the earthquake. However, the prioritization of "reconstruction" over 'Wenchuan' indicates that the former is a more commonly shared knowledge among target audiences than the latter. However, by building the thematic connection between the two can evoke the coherence between Chinese government's effort of reconstruction after Wenchuan earthquake and the reconstruction effort now.

To conclude, universal knowledge is still a first choice for theme construction in domestication strategy, and this knowledge tend to show coherence in translations. However, establishing connection with relatively local knowledge may help target audience update their knowledge frames and models.

■ Choice of lexis: rhetoric skills

Rhetoric structure also operates at the level of lexical choice. Another example from sample 1 comes from a short interview with parent who was charged of 'security fee' by kindergartens.

Sample 1

"This charge is illegal. Even schools are free nowadays including the kindergartens."

不应该收，因为现在上学都是免费的，是不是，幼儿园里更不应该收安保费
((they) shouldn't charge. Because now schools are free, right. Kindergartens (particle) should not charge security fee)

Apparently the most significant difference between translated text and source text is the paraphrasing of '(they) shouldn't charge' into 'this charge is illegal'. The rhetoric effect of the latter not only attributes the statement a much clearer theme but also attributes the character a strong awareness of legitimacy. As a piece of global news, this adds to the positive representation of the image of Chinese people with some attributions that may not yet exist.

Yet to change for another way of thinking, the violation of equivalence can still be acceptable as long as it does not distort the whole story. Just as argued by Bielsa and Remeal, in translation procedure, the notion of equivalence gives way to 'equivalent effect' (2009: 66). Anthony Pym also says, 'Translation are thus to be assessed as news texts designed to serve new purpose, without any necessary constraint by equivalence. (2004: 55).

Following this functional perspective, this lexical manipulation makes no change to the original text as a speech act of disagreement. In a certain sense, the effect of lexical choice is insignificant. However, such kind of rhetoric nonetheless alters the image of "reality" in news, not matter at what minor scale.

Frame Making: Macro Structure, Knowledge and Ideologies

At this level, translators may ask themselves the following questions: What do we know we are known? What do we know they know? What do we want to be known? In other words, the framing of events, relationships, people and place plays a key role in translation procedures. As for textual structure, macrostructure of discourse deals mostly with themes and the understanding of story as a whole. Because of this, macrostructure highlights the global and national level of history, culture and ideology.

■ Synthesis and Selections (elimination of information)

Synthesis and selections occurs at all levels: words, phrases, sentences, and even paragraphs. The motivation of this act may vary. In the case of CCTV-NEWS reports, for example, English reports are generally shorter than their Chinese counterpart for about one minute. Then the elimination of certain information may only for the purpose of adapting with visual code (Neves, 2004: 154). Yet regardless the purpose, the selection of information per se reflects sort of self-reflexive understanding of local and global, domestic and foreign.

We find cases like in sample 6[8]:

Sample 3

College Entrance Exam Compositions

[关注高考作文题]高考作文折射时代变迁

(paying attention to college entrance exam composition topics) college entrance exam compositions reflects the change of times

[高考作文题]今年作文题：重理哲 可发挥

(college entrance exam composition topics) this year's topic: emphasizes on reason and philosophy possible of free expression

Like the heading of sample 1, the original Chinese headings are mostly in the form of sentence, whilst the English title is only a noun that highlights the subject: college entrance exam composition. This case shows the strategies of accommodating to the target audiences frame of world knowledge and shifting focus. Chinese audiences need no explanation of college entrance exam composition as it is a product of culture. Basic cognition or even connotation of the term is shared by the whole population, thus what is "new" is every year's composition topic.

In foreign context, however, the knowledge of the term is blank in most audiences' knowledge frames. The translator cleverly omits the factor of "topic", leaving the composition along and makes the text as the first introduction of a cultural-specific thing of China. Thus, although the content in news largely remains the same, the focus of report has been totally changed. More interestingly, we see an additional paragraph at the end of the report.

Sample 3 (last paragraph)

Looking back at the three decades of the college entrance exams of modern history, composition topics have reflected the changes of times. In the 1970s, when the exam was first resumed, politics usually provided the main base for student compositions. Over the next decade, hard issues in society like environmental pollution and economic (reforms) were heavily favoured as themes. Subjects have become more and more

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[8] The English news text combines the information from two Chines source texts, therefore both headings in Chinese are given.

diversified since that time. In recent years, limitations on poems and drama have been lifted as well.

This paragraph is originally a summary of another piece of "soft news"[9], which was one of the 'Gaokao'[10] series reports. The original news tells how college entrance exam composition topics mirror the social-cultural development of China. Compressed and relocated at the ending of sample 4, the text is deprived of its independency and its function as a nostalgic review of history. Cases in which two pieces of origin texts mere merged together to tell others stories turn out to be rather common in CCTV-NEWS' broadcasting. Translators use source texts as resources for the re-creation of new stories that are easier to be accepted by target audiences.

- ■ Adaption

Unlike synthesis or elimination, adaption is more a matter of rewriting rather than editing. It concerns not only how local is framed by the global but also seeks representation of domestic culture through the foreign code. The social news of blind-dating buses in Wuhan can be an example.

Sample 4

 ((Organizer Wang Ping said,)) "We've designed 'love maps' and 'love cards' for further contact. People can leave messages on the cards. If a participant fails to find the right person, he or she can still get in touch with others."

我们特地安排了一些《寻缘地图》，制作了《寻缘卡片》，方便单身男女如果在现场没有交到合心的朋友，下去以后还有机会。再与其他的单身男女联系。
(we've especially designed "yuan-seeking map" and "yuan-seeking cards" as offering convenience for singlers, if (he or she) fails to find the desirable (close-heart) person, (he or she) still has chance after getting down. (he or she) can still get in touch with others.

Potential couples also enjoy the privilege of taking part in games where they are given additional chances to learn more about each other. The odds of successful pairings emerging from rides on these love buses are estimated to be twice as high as those of

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[9] [   ]   (paying attention to college entrance exam composition topics) college entrance exam compositions reflects the change of times

traditional blind dates.

速配成功的嘉宾，获得了主办方提供的玫瑰，提前下车，到指定地点参加爱情总动员趣味运动会。在这里速配情侣发现，两人的默契大大加强，情感进一步升温。

(guests who success in Su-pei, won roses from the organizer and got off the bus in advance, heading to the appointed site for "love's general mobilization" fun Olympic. Here the Su-pei couples found their privity improved and emotion heated-up.)

Despite of contents that are removed in translation, many cultural-specific uses of Chinese are adapted in translation. For example, 'yuan' refers to a pre-determined destiny to meet each other, while 'Su-pei' some from a kind of quick blind dating game in Taiwan. As it will be time-consuming to give full explanations of such terms, the translation wisely generalized the 'yuan-seeking' to 'love', a word with rich connotations in western culture. Su-pei is interpreted as 'potential couples', which also retains the main feature of the original phrase. Adaption requires translator's in-depth and reflexive understanding of home and foreign culture, and personal quality of flexibility could act as a bonus.

■ Elimination of Political Figures/State Apparatus through Refocusing

One of the most interesting findings in all samples may be the absence of political figures in most reports. According to Van Ginneken (1998: 29), elite person is one of the nine news values that make an event worth reading. However in CCTV-NEWS reports elite political figures are sometimes opt out or put to a minor role. Here is the heading and lead of the report of a national conference.

Sample 5[11]

Science and Engineering Scholars Meet.

中国科学院第十五次院士大会,中国工程院第十次院士大会在京隆重开幕
(the 15th biannual conference of Chinese academy of sciences and the 10th biannual conference of Chinese academy of engineering opened in Beijing in solemn)
中科院 中国工程院院士大会开幕 胡锦涛作重要讲话

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[10] college entrance exam

[11] The English news text combines the information from two Chines source texts, therefore both headings in Chinese are given.

(the conference of Chinese academy of sciences and the Chinese academy of engineering opened Hu Jintao made important speech)

The biannual conference of Chinese academy of sciences and the Chinese academy of engineering, the country's two leading science and technology organisation opened in Beijing on Monday. During the meeting President Hu Jintao emphasised the significance of technology and innovations. He says that's the responsibility China science circle should take. More than fourteen hundred scientists and engineers have attended the meeting.

中国科学院第十五次院士大会,中国工程院第十次院士大会在今天上午在人民大会堂隆重开幕。中共中央总书记，中央军委主席胡锦涛出席会议并发表重要讲话。党和国家领导人吴邦国，温家宝，贾庆林，李长春，习近平，李克强，周永康出席大会。一千四百多位两院院士，中央和国家机关有关部门负责人出席大会。

(The 15th biannual conference of Chinese academy of sciences and the 10th biannual conference of Chinese academy of engineering opened in Beijing this morning in solemn. General Secretary, the CPC Central Committee, chairman of the Military Commission of the Central Committee of the CPC Hu Jintao attended the conference and made important speech. Leader of the CPC and PRC, Wu Bangguo, Wen Jiabao, Jia Qingling, Li Changchun, Xi Jinping, Li Keqiang, Zhou Yongkang attended the conference. More than one thousand and four hundred scientist and engineers, principals of central government and state organs have attended the meeting)

Both heading and lead of the source text is composed in a highly routinized manner, which is applicable to almost all major conferences in China. Names of CPC and national leaders are enumerated, while the majority of participants—scientists and engineers are included in one sentence. The translated text leaves out all political figures except for the president Hu Jintao. Although there is still only one sentence on scientists and engineers, the emphasis of the lead is much balanced.

However, it is the translated heading that totally changes the focus of report: Scientists and engineers are the only actors in the heading, the political figures being totally absent. The adjustment in actor leads to a total change of the thematic structure and the roles of participants of the context. In the source text, the ratio of political figure to scholars is 8(9):2 person-time. As a contrast, the translated text makes it 2:4. With this deliberate effort, the

theme of conference is converted from political to academic. The role of political figures also changes from surveillance to participant.

Sample 6

Smooth Traffic Ensured for Examinees

[高考第一天]考生忙赶考 交警忙护航

(first day of national college entrance exam) examiners busy heading for exam, traffic police busy directing the traffic

...

We left home very early, but our taxi was blocked up on the Second Ring Road. We were quite worried until we saw a police car nearby. We asked for help, and it took them just 7 minutes   to   bring   us   here."

二环一直就在堵车，出来也挺早的，七点四十就出来了。然後一直就在堵。到北兵马司正好面前有一个公安的车。后来我就冲他招手，赶快下车问他可不可以（帮忙），他说马上上   来   。

(there was a traffic jam in Second Ring Road, we left home early, at around seven forty. Then the traffic has been blocked up. (When we) got to Bing Ma Si there happened to be a police car. Then I waved to him, hurriedly got off asking if he can (help), he said (he would come) in a minute).

In heading a personified 'traffic' takes the place of traffic police. In the interview with examiner parents, the actor of policeman (he) is also erased. What is left is only a metonymy of the figure, the police car. The translated text says, 'We asked for help, and it took them just 7 minutes to bring us here.' The two sentences are connected by the conjunctive word 'and', indicating a temporal/causal relationship as if the help from policeman was routinely, automatically carried out. There is no need or space for doubting whether the request will be rejected.

Such elimination evokes a projection of ideal civil society, in which state apparatus and government take a humble role and only serve as people's public servants. In a certain sense, the granting of power and status to civilians in media can be a response to western critique on China's human right and doubts on Chinese people's livehood.

Superstructures: Thematic and Schematic Structures

Routinely, the general thematic structure of news and translation should be analysed with the macrostructure, yet I find it more appropriate to combine it with schematic structures. As van Dijk sees himself: '…the order (of topics) is defined in terms of relevance, and embedded in the news schema… ' (1988: 76). To paraphrase, thematic elements such as topics serve as carriers of schematic structures, and the ways they are organized into coherent stories are the product of relevance. In this section, a pair of translated texts and source texts are analysed in terms of topic and schema setting. By comparing between source and translation, and translation and van Dijk's research result, the researcher observes the effect of relevance in media discourse construction.

Our object of analysis is sample 1. The news story, as has been summarised earlier, is two kindergartens in Gansu province were found illegally charging 'security fee'. The news was rather sensational though out the Chinese netsphere, since the charging was carried out with permission from local authorities.

Following van Dijk (1998: 78)'s thematic model of New York Times' coverage of the assassination of Gemayel, the thematic structure of translated text and source text are both presented (Figure 3.1, Figure 3.2). Smaller font represents topic, with underlined topics indicating difference between two texts.

The figures reveal that both source text and translated text match the news structure of New York Times, only without the category of history. Yet considering the story is just social news, and the general lack of the depth of time (van Dijk, 1998: 99) in international news, this finding is a minor issue to concern. From another aspect, this shows that contemporary global media differs slightly with each other in term of news schemata design.

As for differences, source text tends to be more specified in the time and location. However the more obvious differences are concentrated around the main events, especially in the categories of participant, circumstance and results. According to the original text, the translated text omits the flowing events:

Actual episode

Figure 3.1. Schema of the thematic structure of the news episode as described by CCTV-NEWS

Context/previous events

Main events

Consequences

earlier school attacks; order of increasing surveillance

History

N/A

Time

Scene

Happenings

Acts

Speech acts

Declaration; negation;

Calculation; submit petitions

Result

Circumstances

Kindergartens' excuse

Kindergartens ordered to return money; lesson learnt

Place

Participants

Event

Gansu, Lanzhou city

Kindergartens, parents, local pricing authorities, local education authorities

Kindergartens charge for "security fee"

Actual episode

Figure 3.2. Schema of the thematic structure of the news episode as described by the original text in CCTV-Xinwen channel.

Context/previous events

Main events

Consequences

school attacks; order of increasing surveillance

History

N/A

Scene

Happenings

Acts

Speech acts

Declaration; negation; <u>condemn</u>

Calculation; submit petitions

me

Place

Circumstances

Result

Gansu, Lanzhou city <u>Chengguan District</u>

Kindergartens' excuse, permission of local price control bureau

Local price control bureau withdrew permission, kindergartens ordered to return money; <u>money returned; emergence message from education authorities</u>, <u>parents' signatures</u>

<u>ly</u>
<u>lay</u>

ici

Kind
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Vice

artens charge for ity fee"

Kind
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auth
<u>Vice</u>
<u>educational</u>
<u>bureau</u>

1. Local price control bureau permitted the charge

2. Vice chief of the educational bureau condemns the charging

3. Local price control bureau withdrew permission,

4. Charged money has been returned to parents

5. Emergence message from education authorities that declares all charges of security fee as illegal

6. Parents' signatures (confirmation of having had the money back)

And the source text does not cover:

7. Local education authorities learn the lesson that must make it clear that any fees of security are illegal

By comparison, 1-6 are records of substantial events, whilst 7 is more like a comment. In a sense, the translated text covers fewer events than the source text. Addressing international news, Gans once critically comments, 'foreign news adheres less strictly to objectivity than domestic news (1980: 8-38).' He believes that foreign news is related to the 'values reporters share with the rest of the citizens and leaders, their selection of sources and other factors.' (ibid). However now, at least in this case, domestic news also adheres less to objectivity when it is *made* global. In a minimal sense, the translated text has not told the whole story.

If we accept that relevance decides the topics to use, then the question is why these topics are considered as less relevant to the main event before foreign audiences. One is also encouraged to ask what model works on translator/transeditors when choosing domestic topic for global products, and in what contexts this model is rooted. Giddens (1984) talks about central and peripheral dimension of a system, that what is central remain endurance, whilst the peripheral is transient. There is no need to doubt CCTV's central role in the hierarchy of Chines television system. The consequence, as Pan (2000: 258) puts it, 'the higher a news organization is in the hierarchy, the closer it is to surveillance by party officials and also the wider the access it has to news sources'. In this sense, how CCTV-NEWS accommodates with endurance and globalization calls for more attention. To answer these questions, we need to bring media insiders response and idea into discussion.

Further Discussions: Chinese Media Now, Ideologies and so on

So far, the discourse analysis above has demonstrated a variety of strategies that translator-editors in CCTV-NEWS adopt in the "globalization" process of domestic contents. News messages are not only altered in textual structures but also in the function they take, the purposes they serve, and the cognitive framework they draw. Measured by van Dijk's discourse structure, a local-global divide is found between source and translated text at both macro and micro levels, and both rhetoric and relevance dimensions. Through the comparison, the translators of CCTV-NEWS show a sophisticated and reflexive understanding of both Chinese and Anglophone cultures as well as professional media routines and norms.

However, the analysis rather lacks evidences that can reveal influences to CCTV-NEWS at the political and organizational level, which also leads to my failure of analysing translation in thematic-schematic structures. The differences in topic selection clearly indicates a model that work on journalism work in terms of relevance, yet whether the relevance is learnt by individual, determined by ideologies or regulated at organizations remains unknown.

The interview with the four CCTV-NEWS staffs offers a valuable collection of organizational structure as well as Chinese media insider's account of international broadcasting. So far, few literatures or researches have had referred to Chinese media practioners. As a result, most of them lose insight of the professional and organizational information in news production.

A review and comment of the interviews is given in this part as a complementation and development of previous discourse analysis before final conclusion is drawn.

From "International Media" to "Global Media"

In the interview with CCTV staffs, a most heard phrase is 'to broadcast the voice of China to the world'. Almost all interviewees recognize the aim for CCTV-NEWS broadcasting is to 'let the world know about China/Chinese people's view on international issues', 'let the world hear China's voice'. A strong desire to be known and approved at global stage is mutually shared as the feature of the channel.

Another interesting description of CCTV-NEWS' responsibility is 'to walk out'（走出去），which is an alternative of the very popular slogan in China 'Out of Asia to the World'. When talking about frame setting, van Ginneken criticized the colonist branding of world as East and West, North and South. In China's case, the grand cognitive frame of geography is the division between China and West as "inside" and "outside". The colonial memory and

seclusion of Qing dynasty in the 19th century connotes the term of "inside" as "isolation", "lagging-behind" and "weak". Accordingly, the "outside" is resembled with "openness", "developed" and "powerful". Even nowadays this ideological division still deeply embeds in Chinese discourse.

This orientation also seems to affect the evaluation of programmes and the criteria for production. Although all interviewees emphasize the importance of delivering China's attitude, to maximize target (especially western) audiences' interest and acceptance become a first concern when the topic comes to target audience. More than one interviewees use the metaphor "to attract eyeball" (吸引眼球). Long-term study of foreign audience watching habitus and study of foreign agencies are thought as a must.

As some interviewees explain, the current audienceship of CCTV-NEWS are mostly foreign people in China and overseas Chinese, while English speaker in foreign countries, who the channel also targets, are still quite few. The determination of attracting western audiences abroad is clearly reflected in the sophisticated adoption of western journalism style and the convergence to western audiences' cognitive frames.

The researcher knows from the interviewees that the CCTV-NEWS slogan has changed from 'Your Window to China and the World' to 'Your Link to Asia', marking the transformation from international broadcasting to global broadcasting. The shift of self-tagging is explained by the requirement of discourse power and the inherent need to gain friendly media environment for nation's development.

However, this may collide with the market need for audienceship. Just as one interviewee comments, to in order to gain influence at global level, one need to draw people's attention first. The appearance of 'Wenchuan' in CCTV-NEWS' global news titles has indicate that at current stage, disaster, global event are still the most effective way for developing country's media to get global attention. In this sense, without solid audienceship and sufficient global attention, it is still hard for developing country's media to gain discourse power.

Gatekeeper

According to the interview, the researcher managed to draw the structure of decision making at CCTV (figure 4). With a comparison of Clausen's study with structure of NHK and TV Asahi, the readers can see that as a state-owned media organization, CCTV-NEWS is more similar to the national PSB organization NHK, whilst has much less in common with that of

Asahi. Yet the most unique figure in CCTV-NEWS is the "gatekeeper" at the end of the production link. The gatekeepers, as introduced by interviewees, are experienced journalists who are responsible for the unification of ideology and political correctness of all news-scripts. Only when a script has passed their examination can it be broadcasted.

Although the detailed working procedure of gate keeper is unknown, it is obvious that ideological control at organizational level in CCTV still embeds in its products.

On the other hand, as if echoing with my findings in the discourse analysis, the interviewees also emphasize the effort of eliminating political figures in reports. However, whether it prevails over the effect of organizational intervention in ideology is unknown.

Figure 4. 1. The hierarchical Structure of Decision-Making at CCTV-NEWS
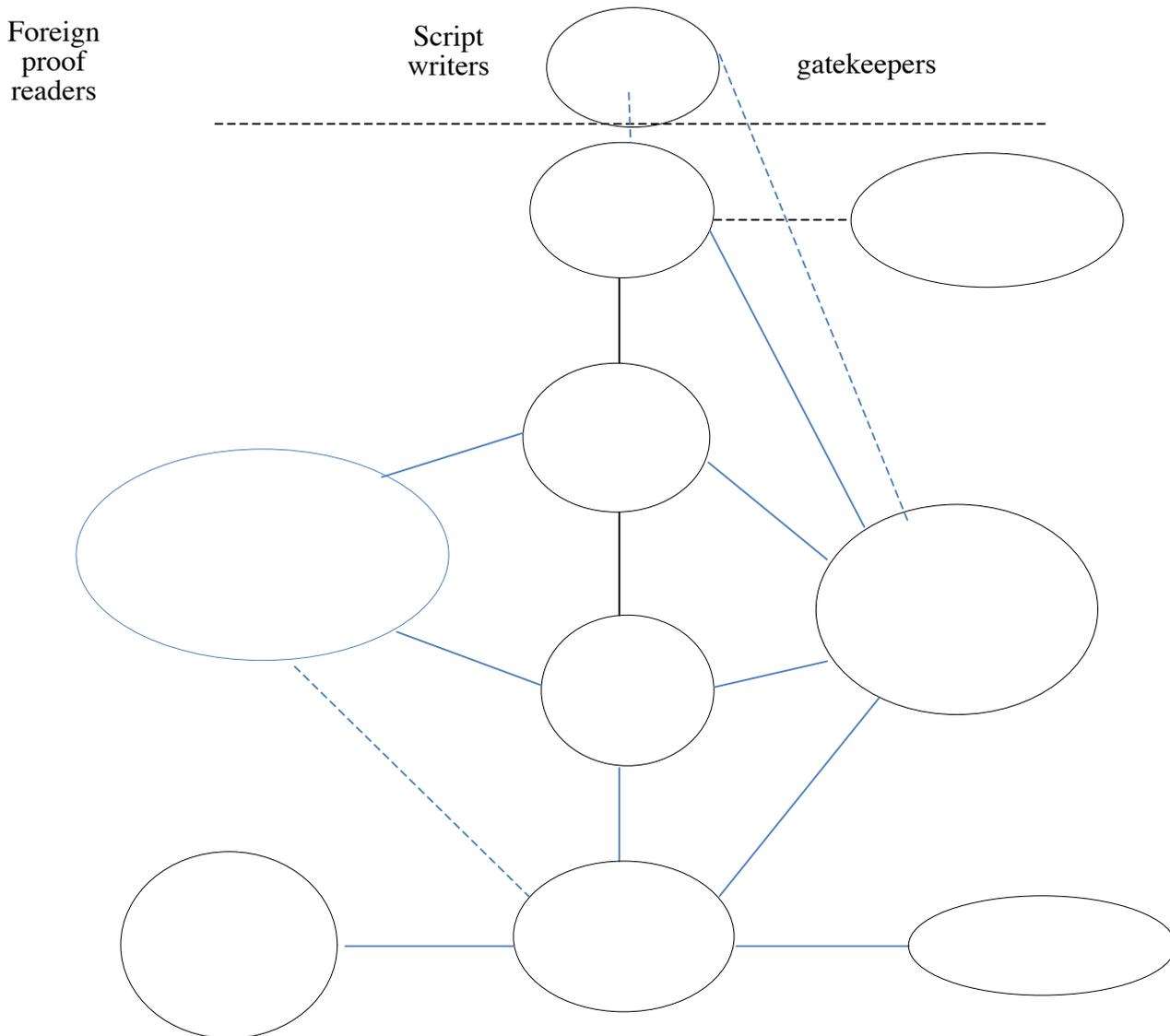
**Figure 4.2. The hierarchical Structure of Decision-Making at NHK (Clausen, 2003: 157)**
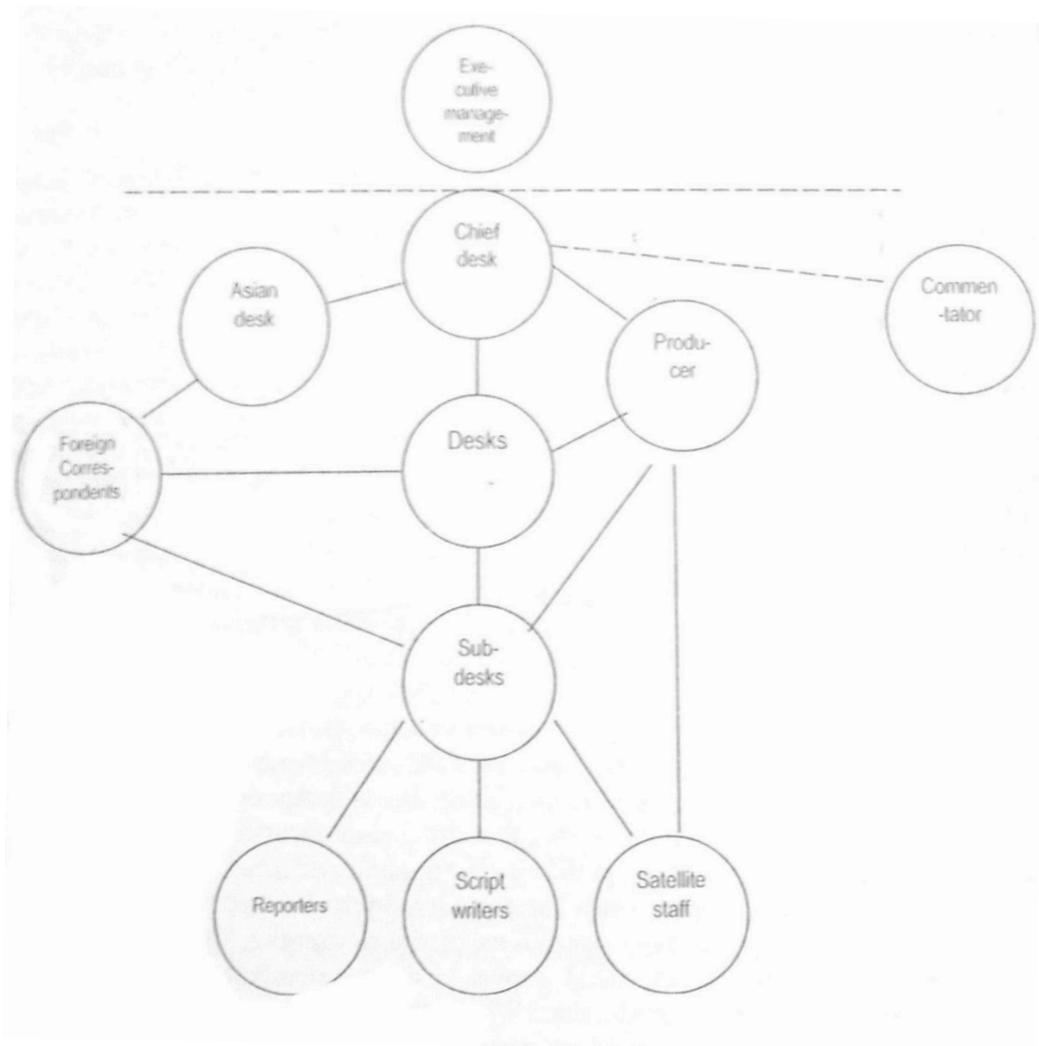
Figure 4.3. The hierarchical Structure of Decision-Making at TV Asahi (Clausen, 2003: 169)
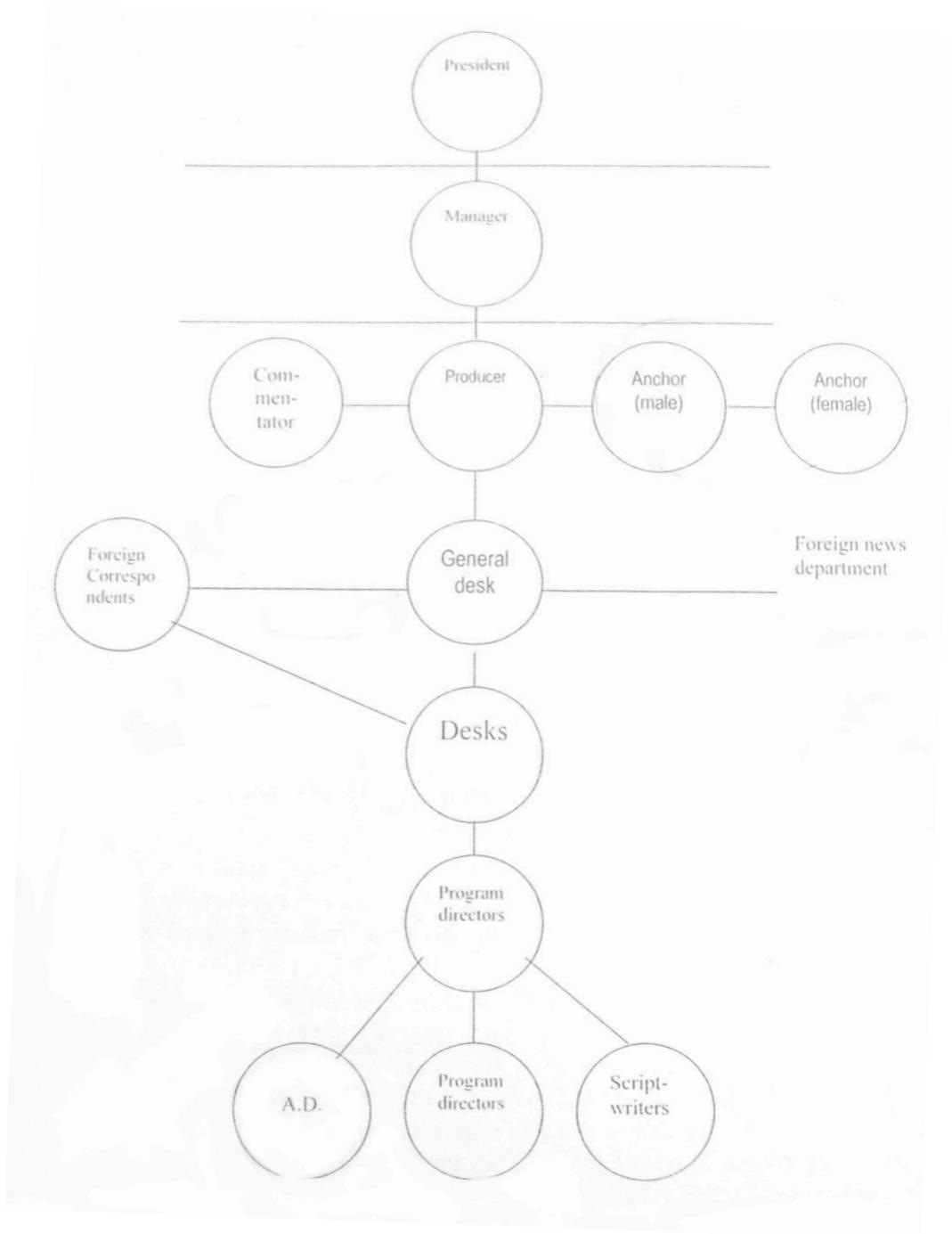
CONCLUSION

Just like what is said in the beginning, this research is motivated as an alternative exploration in media's globalization through the translation procedure of China mainland's only 24 hour English news channel, CCTV-NEWS. Due to the lack of literacies, the current multileveled theoretical frame for television international news translation analysis is consisted of globalization theories, international news studies and audio-visual translation studies. To accommodate different theories, I adopt van Dijk's multidisciplinary structuralisation of discourse and Clausen's model of news production as the methodological guide. The data for consists a selection of sample English news texts with their source texts. Bearing a concern of triangulation, interview with four CCTV staffs are also referred to increase data validity.

According to the first part of discourse analysis, the news translators use modification strategies at all textual levels in order to adapt source text so that they suit target western audiences interest and cognitive frames. In the translation process, the translator follows the notion of equivalence effect, which makes rhetoric modification of image possible. The adaption to target audiences' frame does not only involve the prioritizing of universal codes, but also triggers alternation of coherence within the text. Concerning the understanding of Chinese and Anglophone knowledge, Chinese translator shows very sophisticated skills in style and lexicon adaption. The predominance of language graduates among CCTV journalists may explain the reason.

However, interrogations at the organizational and national level seem to have significant influence on journalism work. Not only the "gatekeeper" at the end of production link set ideological control in content, the cultural ideology and traditional norms in Chinese media all affect the subject model of media practitioners. The choice of topics when reporting controversial domestic issues is a typical example.

As the official voice that serves to represent China to the world, CCTV-NEWS is ambitious in becoming one of the mainstream global media organisations and enhance China's share of discourse power on the world stage. On the other hand, evidences from discourse analysis and interview both indicate that the social and organisational context still embeds in CCTV-NEWS' production process. And it is often reflected as a careful balance between meeting global standards and observing national political ideologies.

The study also demonstrates a new approach to study the media of developing countries. A recent report from Oxfam shows worry about the decreasing presence of foreign countries on

major British television channels, for it fails to meet audiences' need for more information about things happening outside their homeland (Harding, 2009). The shrinking of foreign coverage on western media and the expansion of television network all over the world indicate more opportunities for developing countries to enter the global news production market. The maturation of media technique and focused international attention on the area will both help expand the organisation's global influence. Al Jazeera Broadcast is a typical example, whilst CCTV-NEWS can be a second. It is predictable that more and more media from developing countries will be developing towards international organisations in the future.

As were revealed by the research result, the international news produced by developing countries are embedded with and influenced by ideologies and social contexts that differ with the western (especially English-speaking) world. And it will be important and necessary to study these new global media with care and in depth. Therefore, the value of this study lies in that it shows possibility to explore the social context behind media organization's practice through studying international news translation, which can help us better understand a globalising world in which the discourse power is to be shared and varied. This is especially effective for analysis of media from developing countries in their rationale and strategies of gaining discourse power and global influence.

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