

On the Translation of Developing Successful Creative& Cultural Clusters

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Abstract

Due to its unique value orientation, extensive area of coverage and rapid growth rate, the cultural and creative industry has injected new vitality into the development of world economy and become the strategic industry of all countries and cities in the world. With the further development of cultural and creative industry, how to maintain sustainable development and keep competitive advantages of cultural and creative industries has prompted scholars to deepen their researches. At present, all kinds of cultural industry clusters in China are developing rapidly. Although the research of cultural and creative industry cluster has gradually become a research hot spot, it still cannot meet the actual needs. Therefore, reports on creative and cultural clusters are of great importance. And more attention should be paid on translation of creative and cultural clusters reports. At present, there are relatively few studies on the translation of economic reports in China. The translator, under the guidance of functional equivalence, completes the report on English- Chinese translation of Developing Successful Creative & Cultural Clusters. The original text, published in 2017, is an economic report. This translation report analyzes the characteristics of economic texts in terms of lexicon, syntax and discourse. Economic reports are more formal, professional and logical. At the same time, according to the concept that functional equivalence pays more attention to the content and result of translation, the translator adopts strategies such as division, amplification, change of parts of speech and change of voice to solve problems encountered during the translation of this text, featured by lots of long and difficult sentence structures and so on. This report is of great reference value for all countries to make economic decisions.

I. Introduction

With the reform and opening up, China has tightened its ties with other countries. This connection involves economic, political, cultural and other aspects, of which the economy is crucial. China's economic development is deeply influenced by the world economy. This economic report is published in 2017 and there is no Chinese translation. This article is of great reference value for the economic participants of various countries to make relevant decisions. The original text of the report consists of 32,021 words.

Due to the limit of time, the translator decides to adopt the first 3 chapters about 11,901 words as a case of the translation practice. For a long time a lot of people think that Nida's functional equivalence focuses on the content instead of the form. In the translation process, the translator recognizes that when translating economic articles, the key is to understand the content, rather than the form of discourse. Therefore, the principle of functional equivalence is a good guidance for translating economic reports. The purpose of translation is to faithfully convey the content of the original text and its deep connotation, while the type of translation and the type of audience determine the translation methods used. Nida believes that the form is likely to conceal the cultural meaning of the source language and impede cultural exchanges. Therefore, in the translation, the translator does not insist that English and Chinese languages should be literally consistent. Instead, the translator seeks functional dynamic equivalence to reproduce the original meaning. It is also hoped that this report will provide some evidence for the use of functional equivalence theory in the translation of economic reports.

Great attention has been increasingly paid to the research and application of functional equivalence since it came to China. There are 4581 results in Cnki.Net under the key word "Functional Equivalence", 351 results under the key word "Functional Equivalence Economic Translation" and only 50 results under the key word "Functional Equivalence Economic Report Translation". Hence, the research of the application of functional equivalence in the translation of economic report is still not enough.

As for this translation report, the source text is an informative one as mentioned above. The source text aims to inform readers how to develop successful creative and cultural clusters. The source text is written to transmit information. Hence, the target text should transmit the full referential or conceptual content of the source text so as to achieve the same purpose. That is what functional equivalence calls for and applying it as the guiding theory of this translation certainly helps the translator a lot.

II. Materials and Methods

Materials

Functional Equivalence

As Nida's most famous equivalence theory, functional equivalence is not achieved at one stroke. It is developed and enriched by Nida's translating Bible (Nida, 1982). In 1964, Nida published *Translation Science Exploration*, in which a distinction was made between formal equivalence and dynamic equivalence (Greenberg, 1963). In his opinion, there are two main types of equivalence, one is formal equivalence, and another is dynamic equivalence. Formal equivalence, focusing on the source language, has a high demand on the form and content of the information itself (Nord, 2001). However, dynamic equivalence is the opposite. In the process of dynamic equivalence translation, the translator focuses on the meaning and spirit of the original, and is not confined to the formal correspondence of the original.

In his book *Translation Theory and Practice* published in 1969, Nida replaced dynamic equivalence with functional equivalence. Functional equivalence emphasizes the reader's reaction (Munday, 2001). When the original text is translated, the meaning of the language is expressed through more abundant equivalence, so that the reader can

also feel the context of original article and produce the same reading experience as the original reader. Although the meaning of the two is basically the same, functional equivalence pays more attention to the content and result of translation, which is more reasonable than dynamic equivalence (Newmark,1982).

Language Features of the Source Text

The source text is an economic report about how to develop successful creative and cultural clusters. Unlike novels, there are many abbreviations or acronyms in Developing Successful Creative & Cultural Clusters which could take a lot of time and efforts for me to understand their meaning through searching the internet or consulting some professional dictionaries, and then select the most exact meaning. Long and complex sentences can be easily found in this report, which not only cause a strain in understanding, but also bring some challenges. Besides, a typical economic report is well-knit without loose grammars. Economic report makers strive to have articles well-structured. Here, a short sentence is used to express meaning more concisely. Short sentences, which are more powerful, can eliminate some unnecessary explanations. Besides, the short sentence emphasizes the emotion and mood of the sentence itself. The example attaches great importance to “the player”.

Example 1

ST: Based on a better understanding on how and where cluster in CCI differ from those from traditional industries, more tailor-made and demand-oriented public support measures, aiming at the cluster approach as well as at the gathered actors, can be developed and implemented.

As it is quite long and complicated, the translator is required to understand the logic relation. This long sentence contains two structures of noun-finite verb, which mainly modify the subject “more tailor-made and demand-oriented public support measures”. In addition, the main sentence adopts the passive voice to show objectivity. At first, the translator adopts passive voice to translate the sentence. After analyzing the structure of the whole sentence, the translator turns to active voice since it makes the translated sentence more smooth and acceptable.

What's more, as the source text is an economic report, language in the source text is quite formal and professional, but the structures are clear and concise.

Example 2

ST: Stable relations of cooperation can be the result of already initiated network processes and may also lead to further structures and options for cooperation – e.g. in the fields of personnel, management, marketing, sales, and profiling of location, which positively influence regional development. The successful realization of growth and employment effects (such as spin-offs, settlement of new companies and R&D institutions in the region, recruitment of qualified personnel) presupposes responsible action for the region by all regional players. In this context, joint dialogue and co-operation between the political, economic and scientific communities is crucial.

This passage is very formal and professional. The formal style is embodied in many nouns containing verb sense such as “profiling”, “spin-offs”, “settlement” and so on. It is also shown by some verbs such as “presuppose”. Besides, there are few colloquial words in this passage, which shows the feature of profession. Therefore, when translating the

source text, the translator shall also make the translated text formal and professional.

From the analysis and some examples above, it is clear that economic texts are quite professional, including numerous economic abbreviations and long sentences. Therefore, it is required for non-economic translators to make sufficient preparations for a translation task.

Methods

This part involves the whole translation process, which can be divided into four stages: preparations before translation, translating, revisions after translation and quality control. In this part, the translator will introduce the whole process of the translation.

Sufficient preparations before the translation greatly enhance the efficiency of translation and ensure the quality of translation. Therefore, before translating the source text, the author took the following steps to make the translation go on smoothly.

The translator has collected relevant background information of the author and his works through the Internet and some books. Through the analysis of the text and pictures in the data, the translator has a general understanding of the background, purpose and significance of the book, which greatly facilitates the translation of the source text.

Before translating the source text, the translator read through the whole text carefully so as to grasp the structure and language features of the text as a whole. Besides, difficulties and new words in the book are marked. Besides, a glossary is established. Being familiar with the original text, the translator has consulted the relevant theory books and analyzed it carefully, and finally decided to select the theory of functional equivalence as the theoretical guidance of the translation.

Abundant translation tools are prepared. Some online translation tools are prepared such as Wikipedia and Baidu Encyclopedia. Besides, the translator has prepared the Modern Chinese Dictionary, Oxford Dictionary, World Translation Dictionary and other authoritative books. All are to ensure the accuracy when translating.

By referring to parallel articles such as economic contracts, business documents and so on, the translator can have better understanding of writing style of economic reports. Compared with novels or fictions, the economic report is much more objective and logical.

III. Results and Discussion

As the translator does not major in economy and lack the experience of economic translation, her translated text might not be accurate enough. Hence, revision after the translation is really necessary. Because of the heavy workload, the translator might not notice some mistakes in low level. As a consequence, the translator carries out a systematic self-proofreading after finishing the translation. To ensure the quality, the translator checks some basic mistakes such as the spelling mistakes, punctuation mistakes, grammatical mistakes, formation mistakes, and fluency of language.

Example 3.1 ST: “cluster”

When first translating this word, the translator doesn't realize it is a professional term, and selects the most basic meaning of “cluster” in Oxford Dictionary. When she revises her translated version, she finds “cluster” is inappropriate since “cluster” fails to fit the economic context. Instead, the English word “cluster” should be translated as

“cluster”.

Example 3.2

ST: The product of this report is a proposal / for a standardised approach to assess the results and outcomes of CCI clusters / that can be applied to any type of CCI cluster independent from its field of action or regional roots.

It is a very long sentence in the first version. During the self-revision, this long sentence is divided into 3 parts, which makes the translation more accurate and easier for target readers to understand. In this sentence, we make segments at words “for” and “that”. When translating, the word order is adjusted. The attributive clause “that can be applied to any type of CCI cluster independent from its field of action or regional roots” is split into an independent sentence when translating, which makes the translated version more smooth.

Example 3.3

ST: A financing model should be based on regular and variable income sources. This helps to reduce the dependency on only one source of financing, particularly if the latter is only available for a limited period of time. Examples for financing sources are:

To make the whole paragraph easier for target readers to understand, the adjective “regular” should be translated as “regular” instead of “frequent”. Besides, the translation is unacceptable and difficult to understand for Chinese people.

Example 3.4

ST: Clusters are believed to be become one of the key tools to renew European industry. Here, the word “renew” should not be translated literally. We cannot use “renew” to describe “industry”. On the contrary, “revitalization” is a better option.

Example 3.5

ST: In general, a cluster can be considered as a group of companies which have chosen to locate in the same economic region because that offers certain competitive advantages.

In addition to the self-revision, the translator also consults her friend who majors in economy to give advice on the translation and her suggestions are valuable. For example, the word “cluster” has 5 versions in Chinese, such as “clusters”. At first, the translator is confused and does not know which one to choose. After consulting her friend, “cluster” is chosen as the final version. Several rounds of revision not only make the translation more precise but also more fluent and faithful. This part presents the difficulties the translator has met in the process of translating the source text, and the analysis of the translation strategies involved with some case study. When translating the source text, the translator makes a summary of some difficulties of the translation. This part will describe the difficulties from the aspect of terminology, sentence and discourse and the ways to deal with them. Lots of technical terms whose meanings are quite at odd with the common meaning of the word are of top difficulties. Therefore, the translator is required to have rich knowledge in special terms in economics. It’s not difficult to find out the exact meaning of these words with the help of dictionary and Internet.

Most sentences in the original text are very long and even complicated, and it is difficult to understand the logic connection of some sentences. When translating the

long sentences, the translator has used various sentence types to make the translated sentence more fluent and easy to understand.

Example 3

ST: Since 2009, the European Cluster Excellence Initiative (ECEI), initiated by the European Commission, DG Enterprise and Industry, aims for the development of methodologies and tools in order to support cluster organisations in improving their capabilities in the management of networks and clusters.

After analyzing this sentence grammatically, we can see this is a long sentence consisting of 2 structures of non-finite verb. To understand this long sentence, we need to carefully look at the sentence structure and figure out the relationships between subjects and objects. In this sentence, the non-finite verb “initiated by the European Commission” mainly modifies the subject “ECEI”. The second thing we need to notice is that we should make a reasonable adjustment of word order to avoid “translationese”. In this sentence, the non-finite verb “initiated by the European Commission” should be translated in front of the main clause.

As the source text is very long, complicated and formal, different translation strategies have been used to make the translated text coherent and readable. In this part, the translator will, by case study, describe some translation strategies used to make the sentences of the translated conform to the expression habit of the target readers. Main strategies involve amplification, division, conversion of parts of speech and change of voice.

Example 4

ST: There are many examples of academia public or semi-public knowledge and educational institutions locating in the same region as those enterprises that are users of the knowledge and personnel (s. fig. 1).

Here, adding the subject “these institutions” at the last part of the sentence to deliver a clearer meaning. Although form equivalence is not achieved, this version conveys the meaning accurately.

Example 5

ST: This strength is a combination of critical mass of companies in a given geographical space, individual company characteristics and behaviour and the dynamics of interactions and cooperation between companies and other relevant stakeholders such as research institutions and universities.

Here, adding the verb “come from” makes the whole sentence more conform to Chinese expression habits.

IV. Conclusion

This report is finished on the basis of more than ten thousand words translation work of Developing Success Creative & Cultural Cluster which belongs to economic reports. The analysis adopts functional equivalence proposed by Nida. Under the guidance of the theory, this translation task is finished smoothly. According to Nida's functional equivalence, the translator should pay attention to functional equivalence in deep structure rather than formal equivalence in surface structure. Therefore, in order to solve the misunderstandings in translation, omitted words should be supplemented to

make meaning complete. Adding words can make the translation more complete, smooth and clear.

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