Original Paper

News Translation from the Perspective of Functional Equivalence Theory in China Daily

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Abstract

Nowadays, with the trend of world political multi-polarization and the regional economic integration, international communication has become an essential way for the development of each country. News become indispensable to the public to acquire the information happened domestic and abroad everyday. Thus, accurate news translation based on different language backgrounds has become an important channel to get news. Give a broad overview of the current translation in China's current situation, the research field has been expanded since the 70s of last century. However, relative researches still have a long way to go. Eugene Nida, a contemporary famous American theorist in the field of translation, his functional equivalence theory becomes a continuous improved theory which has great significance of guiding the news translation practice.

This article mainly bases on Nida's functional equivalence theory and combines with the news language features to analyze China's most representative newspaper- China Daily. By analyzing vocabulary, syntax and discourse, we could explore the application of Nida's functional equivalence theory in guiding the practice of news translation. The study of Nida's functional equivalence theory not only guides news translation but also instructs other translation practice. Nida's functional equivalence theory is worthy of being studied.

Keywords

News, functional equivalence, China Daily, news translation

1. Introduction

Since the development of today's science and technology is at such an unpredictable speed and the deepening development of every country from different aspects such as economies, politics, cultures

and so on. Important as the translation may seem to be, we cannot ignore the significance of the strategies used in the News translation because it is the most direct way for everyone to acquire the latest information about a country.

As we all know, the most used language in the world is English. Therefore, News translation has significance for other countries to know more about the conditions in China. Since the reform and opening up, more and more people engaged in research in translation from different aspects combined with theories and practice. China Daily, as an important newspaper in China, provides the world with the chance to access the object information about China from different aspects, such as economy, politics, and culture and so on.

The thesis mainly discusses how to carry on the translation from the perspective of functional equivalence by a renowned translator Eugene A. Nida and combined the theory of translation in China Daily. Functional equivalence theory was a translation experience which concluded by Eugene A. Nida who organized the work of translation of the Bible. He made a conclusion and then put the experience into a theory. There are certain equivalence between the source language and the target language. They can achieve certain equivalence in the aspects of words, phrases, sentences, passages and so on. To begin with, just the same with other translation, news translation also conforms to the general standard of translation, which is faithful to the original text, appropriate and fluent expression. Secondly, as the mass media articles, news translation should pay attention to the expressive effect which needs to be kept a basic equivalence with the source language. Thus, the translation could achieve the same or similar feelings between Chinese and English readers, which is the principle of Nida's functional equivalence emphasizes. The following passage analyzes the China Daily to explore the news translation under the direction of the functional equivalence theory from the three levels - vocabulary, syntax and discourse. Respectively, news translation adopts different translation strategies in order to achieve the best "equivalence" effect between the two languages as far as possible. Under the instruction of the theory, we could learn how the theory conducive to the translation.

2. Literature Review

2.1 Nida's Functional Equivalence Theory

2.1.1 The Introduction of Nida's Functional Equivalence Theory

Eugene A. Nida is a distinguished American modern translation theorist as well as the founder of the modern translation theory. Functional equivalence, which is the core idea in Nida's thoughts, has been introduced into China since 1980s. Before 1980s, Nida has already put forward the concept of the formal equivalence and the dynamic equivalence in his book Toward a Science of Translating which was published in 1964. Nida especially made an emphasis on the dynamic equivalence, because in his mind, the dynamic equivalence aims to reach the closest natural equivalence between the source language and the target language. According to Nida's practice, he improved the dynamic equivalence. The reason why he improved the dynamic equivalence is that the dynamic equivalence over stress the

content rather than the form in comparison with the source language and the target language. If he did not make the improvement, the dynamic equivalence will confuse the reader in the content and the form. In order to prominent the function in the theory, Nida changed the dynamic equivalence into the functional equivalence. The functional equivalence is the same with dynamic equivalence, it refers to the translation and the original languages are equivalent in language function, rather than the language form. In the other words, the target language readers reach the same or similar reaction with the source language readers. However, considering the psychological reaction of the reader, the translator should not just focus on the words, they should also consider the background and the culture where the source language been created and the environment and the culture where the target language readers are living. Therefore, such as culture, society, psychology and other factors must be included. We cannot deny that translation equivalence has limit, this limit, I think, is mainly related to three factors: the source language - a basic scale to measure the equivalence; translator - the predictor to define the equivalence between the source language and the target language; reader - a controller who control the culture and the language acceptability thus become another important factor limiting the degree of equivalence.

2.1.2 The Standard of Functional Equivalence

Nida said that when discuss the appropriate scope of translation the translator may as well use the "functional equivalence", because there is no complete equivalence translation. Actually , different kinds of translations actually represent different degree of equivalence in translation. Nida also distinguishes two levels of equivalence- "the lowest level of equivalence" and "the highest level of equivalence". The "the lowest level of equivalence" means the target language readers and the source language readers could reach the same understanding and appreciation toward the source text and the translation. However, below the lowest level of equivalence people cannot stand and accept the information successfully. The highest level of equivalence refers to the same reaction which achieved between the target language readers and the source language readers. Because of the cultural difference, this level is very difficult to achieve, but the translator should achieve the lowest level at least. Therefore, it is possible for translator to conclude Nida's functional equivalence theory from the following four aspects, namely, four aspects as the standards in Nida's functional equivalence theory.

Firstly, convey information. Translation need to convey the source language information to the maximum extent so that the same or similar information could successfully convey to the target language readers. Both the target language readers and the source language readers could have the same understanding of the information which the author aims to convey to the source language readers. The information which Nida have said, including all kinds of information that the source language have, such as semantic, stylistic, literary form, psychological effects and so on.

Secondly, convey spirit. The equivalence of translation and the original text does not only have equivalence in the content but also have equivalence style. According to Nida's view, the translation in the target language is the most natural way to reproduce the original text. The first is the meaning equivalence. Next is the spirit and cultural equivalence. The narrow sense refers to the text, music, art

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and so on; the broad sense is a sociological term. In the words of E.B. Tylor, "Culture is, that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society."(https://en.wikipedia.org/wiki/Culture) language as a part of culture, plays an important role in the culture. In order to make the translation have equivalence with the source text, we must get rid of the original language structure which constraints on the translator and then make the style and spirit of the original text reborn in the target language, so as to make the target text readers substantially have the same psychological reactions as the original readers.

Thirdly, fluent expression. Only convey the spirit and the style of the original language text is not enough, the translator should also ensure that they have the proper choice of words, the fluent expression of the target language sentence and the translated text is in right grammar rules. Yan Fu, a well-known translator and educator in China. In his book Evolution and Ethics, he put forward the translation standard- faithfulness, expressiveness and elegance. But we can still find that Yan Fu in the translation done great changes in the translation and did not become a model for the standards with which he came up. Qian Zhongshu in Lin Shu's translation put forward the theory of Sublimity, he said: "The translation distance is unavoidable between one country's language and another country's language, between the content, form and writing style of the translator's understanding with the original language text. Translating a language into another language, the translator needs to pay much effort to surmount many difficulties. Admittedly, to achieve a good result from translating the source language into the target language is a very difficult course. Along the way in translating, we may encounter risks, the translation would inevitably be lost or damage. Consequently, there are some distorted places in the translation which contrary to the original language.

Fourthly, similar reaction. The biggest contribution that Nida mentioned in the translation theory is that Nida stress on the role of the readers in translation. Previously, the commonness of the translation theory focus on the faithful of the original text, that is to say, the translation need to put the writer in the first place. While, pay attention to the readers' same or similar reactions can avoid the obscure article which lacks of the considering of reader's response. Therefore, the concept of Nida's translation theory is closer to real translation practice, allowing the translation become a service to the reader who cannot understand the source language. Namely, the service object of translation is target language readers. Nida thought that the target readers should obtain the same or similar feelings and reactions from the translation with the source language readers. Different text patterns may bring different feelings to readers, whether solemn or humorous should fully be conveyed.

2.2 Categories and Features of News

Since China entered into WTO, international exchanges and cooperation increasingly showed its importance. The news is a window from which the whole world could know the development China. English, generally recognized as an common international language is one of the most important languages used in the news. As we all know, news to a person every day is what sky to a bird, namely, we cannot avoid to contact the news. Therefore, news translation has a realistic significance. There are

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various kinds of translation in the world, such as poetry, novels, essays and so on. In order to understand the news translation, translator must have the general understanding of the categories and features of news.

2.2.1 Categories of News

News is generally divided into two types. One is hard news and another is soft news. Hard news is generally about the international trends, people's livelihood and catastrophic accidents. Hard news always has serious subjects while does not involve personal feelings. Soft news refers to the entertainment report, lively and interesting news.

2.2.2 Features of News

2.2.2.1 Vocabulary Features of News

Vocabulary, as an active part of the language, become broadly and abundantly with the rapid development of the times and our society. From the solemn statement declared by the government to the relaxed entertainment news, from the use of slang to the various terms of discipline. Different kinds of news have different styles. Generally speaking, news vocabularies have the following four characteristics:

Firstly, simplicity. The biggest characteristic of news that the news convey reader the maximum amount of information within the limited space with fastest speed. Thus, concise has become one of the basic features of news. Generally speaking, the news is an objective statement of what has happened in reality. News is different from literary creation. Therefore, words used in the news must be concise, clear and accurate. The words should also avoid clichés and the use of adjectives and adverbs as far as possible. For example, in general, the vocabularies always have acronyms in the news, because the use of acronyms could meet the requirement of saving time and page in the news. Let me take some examples. CPPCC, which is the acronym of Chinese people's political Consultative Conference , WHO is the acronym of World Health Organization, BMI means Body Mass Index.

Secondly, contemporary. The news emphasis on "latest". Therefore, with the development trend of the times, we can see that a lot of new words have spawned. These words appeared with the rapid development of scientific research and high-tech industry. In our daily life, there is a large number of new words pop from politics, economy, military, culture, science, and education fields and so on. As a lot of new words are spread out from the news firstly, the new words gradually known to the public. People who acquire the news tried to spread it, and then the news gained popularity little by little, finally the news accepted by the public and thus become a daily used language. Therefore, having the characteristic of times has also become a major feature in the news. For example, Weibo, Hands-chopping people, Obamacare, etc. Those words become popular and enter into the thousands of people's hearts, these new words also reflects the current trend and what people concerned in our daily life. In addition, neology is also the reflection of times. Let me take an example, the original meaning of Greek is a freak or savage, however, with the development of modern times, Greek derives as people who specialized in a particular field but cannot get on well in a group.

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Thirdly, figurativeness. News pays attention to effective, specific and objective words. Therefore, another feature of the news vocabulary is figurativeness. To some extent, it attracts readers a great interest in reading the news. In order to make the news more innovative and diverse, people may often use some figures of speech, such as: personification, metonymy, euphemism and so on. Let me take an example: White House refers to the government of the United States, Wall Street refers to the US financial circle, preemptive action refers to aggression, the oldest profession in the world is a metaphor of prostitution, steering wheel is an another way of saying "initiative". All of these words can greatly stimulate readers' sense of reading interest and increase the readability of news reading. About a specific translation in the news, translator can use literal translation or free translation towards the vocabulary. Whatever translation method they take, the goal of translating is to make readers whether from the source language or from the target language will have the same reading experience.

Fourthly, nationality. Language, as one of the main means in human communication and the link to maintain national culture, is an essential characteristic in human nature which different from other animals. If the voice is a physical material of language, grammar is the language structure, and then the vocabulary is an important carrier of language. The vocabulary carries the traditional culture of a nation. Language as a common feature of human has universality, but different languages of a nation cultivate in different cultural soil, its particularity is inevitable. The particularity of one language is also considered as nationality. In short, the particularity of language, namely, personality, is in the first place; universal of language, namely, common, is in the second place. For example: Qi, Yin, Yang are vocabularies with Chinese characteristic.

2.2.2.2 Syntactic Features of News

In the news, from the perspective of syntax, news language is concise, sentences are flexible. Thus, news quickly releases and provides readers with as much information as possible in order to save limited space. In terms of the translation of news, I summarize the following three characteristics: many passive sentences, simple structure, a large amount of information.

Firstly, many passive sentences. In English news, when the subject is not clear or omitted deliberately, in order to express a sentence accurately, reader can often see many passive sentences used in the news. On the one hand, the passive sentence can make the expression neutral and objective. On the other hand, it can also highlight the theme. For example:

> 1a.March 15, known as annual World Consumer Rights Day, has become a feared date for both domestic and international consumer goods makers who worry that their products and brands will be featured on the annual CCTV program. (http://www.chinadaily.com.cn/)

In this sentence, we can see that the passive sentence is used by omitting the agentive noun. The sentence emphasis on the consequence of producing illegal products, that is, these products "be featured".

2a.At least 110 people were killed and more than 350 others injured in a massive fire. (http://www.chinadaily.com.cn/)

In this sentence, the reporter tried to convey to the reader the information of the number of casualties after a massive fire, which is also the reader's most concerned information. Considering all the factors, the passive sentence is the best choice.

3a.During the January-February period, fiscal spending expanded 12 percent to 2.12 trillion yuan, with spending on the affordable housing program surging 30.7 percent. (http://www.chinadaily.com.cn/)

We can see that in this sentence, the agentive noun of the fiscal spending is not clear, so the reporter write this sentence in passive way.

Passive sentences successful expressed the abundant meaning in the news, which highlight the key information and attract the attention of the reader by giving readers unexpected results. Some passive sentences omitted the doer of the action in a sentence deliberately, we can see that it successfully highlight the facts of the situation and reduce certain discourse. English news use passive sentences, however, Chinese news are just in opposite.

Secondly, simple structure. In addition to the main part of a news use noun phrase structure, adjective phrases, participle phrase, clause structure to modify and limit the main part, simple sentences are always used in the news because the news could be extended to increase the information content easily. Using simple sentence solves a sentence could only have one predicate verb requirement. For example,

The test proved a great success and is of significance in strengthening the country's nuclear forces and defense capabilities, said KCNA, adding that the engine of the intercontinental ballistic rocket met all scientific and technological indexes. (http://www.chinadaily.com.cn/)

This sentence is a statement connected by "and". After the main part in the sentence, the reporter make a complement sentence to extend the news.

Over the past four years, under the principles of mutual respect, mutual benefit, inclusiveness and openness, China and CEECs have built new cooperation mechanisms and platforms. Thanks to these efforts, China-CEECs cooperation is entering a maturing phase and delivering early harvests. (http://www.chinadaily.com.cn/)

"Thanks to these efforts," added in the English news to lead to the next sentence. We can see that it could make the news clear and simple for a reader to understand and acquire the content of the information conveyed by the news.

Thirdly, a large amount of information. We can guess that the news maybe limited by the layout of the report, maybe hurry to catch the deadline, or maybe inserted another facts or background materials temporarily, however, news had to break the simple sentence structure and then combining those simple sentences. That is to say, two or above two sentences in the original structure are combined into one sentence to express the desired facts or information. Finally, after the combination, brief and short sentence structure become complex. English is a language which is focus on the combination of form.

It is used to connect sentences with a large number of related words to form a complex chain structure. For example,

> The DPRK started off a new year by detonating what it claimed was its hydrogen bomb on Jan 6, the fourth of its nuclear tests, followed by the launch of a long-range rocket, which was condemned as a disguised test of ballistic missile technology, on Feb 7. (http://www.chinadaily.com.cn/)

In this sentence, "followed by", "which" are used in the sentence to make the information included in a sentence. The news sentence may seem complicated than Chinese news, but it in accordance with the reading habit of English news readers.

> Each chair oversaw the US central bank during such difficult economic times, ranging from double-digit inflation in the 1970s, the global banking and financial market crises of the 1980s and 1990s and, beginning nearly a decade ago, the worst financial crisis and recession since the Great Depression. (http://www.chinadaily.com.cn/)

This is a long sentence which includes many contents, the details of the economic situation in 1970s, 1980s and 1990s described in one sentence.

When readers look through news, they would find a collection of those news frequently. In our daily life, when we encounter this kind of sentences we should figure out the structure of a sentence firstly, and then try to understand the additional part to further analyze the relation between the main part and additional part in a sentence. However, on no account can we ignore the importance of background, only grasp of the meaning of the sentence accurately can we achieve functional equivalence translation.

3. Functional Equivalence in Translation of China Daily from Vocabulary Level

3.1 Vocabulary

In Nida's language culture and translating mentioned that people judge whether a translation is appropriate or not, always measure the vocabulary and grammar correspondence between the source language and the target language. Although "equivalence" is not used frequently, but the correspondence is usually to be expressed (Eugene A. Nida, 2001, p. 314). When translator put function equivalence theory into practice, if the meaning of words in literal translation is in equal with the source language and the target language, it is the most direct equivalence and does not need to make any adjustments. We know that vocabulary is the foundation of sentence text. The translator, who intends to achieve functional equivalence, should pay attention to the lexical level firstly according to functional equivalence. For every language has its unique way of transmitting information, merely translating the original text in rigid way may distort the meaning of original text. In addition, sometimes the translator can not find equivalent word, or just find a seemingly equivalent word but in fact differ very far off the source word. At this time, translator need to be flexible, get rid of the shackles of the literal meaning of the original word. In the premise of ensuring the faithful to the original text, the translator can change the word a little to promise the readers can understand and

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accept the word easily. In my perspective, taking the following methods could achieve the functional equivalence in vocabulary between the source and the target text.

3.1.1 Linguistic Context

As we all know, a word has multiple meanings, that is to say, a word in different contexts may have different meanings. At this time, we need to choose an appropriate meaning of a word according to the context in which a word used. If the translator fail to choose a proper meaning according to the context, the meaning of the word is unlikely correct, and thus cannot achieve translation equivalence. Therefore, choosing a word meaning according to the context to achieve functional equivalence is very important for transferring an accurate translation. For example:

    1a.I need to nuke some fried chicken.

    1b.我要把炸鸡微波一下。

    2a.John is taking me out tonight. He's such a catch. I hope he'll propose.

    2b.约翰今晚带我出去了，他是个靠谱的结婚对象，我希望他能向我求婚。

    3a.Back in the 1960s, he sported bell-bottom trousers, platform heels and hair down past his shoulders.

    3b.20 世纪 60 年代，他那时穿喇叭裤，厚底鞋，蓄着披肩长发。

    (http://language.chinadaily.com.cn/)

In the first example, "nuke" means use microwave heating something, and it is not related to nuclear weapons. The reason why people use nuke to express the meaning is that when microwave oven is invented and sold to the public, the American people hold that microwave radiation is a kind of radiation of nuke! Whatever, in the context, fried chicken and nuclear weapons are impossible to have connection with each other. In the second example, "catch" is not the meaning of grab something. In the sentence, we can see that catch is as a noun. In the context, we can learn that the woman looked forward to be proposing and she describes the man that he is a "catch", we can judge that the man is a reliable man. Thus, the meaning of catch in noun means a reliable person. In the third sentence, "sport" in the sentence as a verb can be guessed as an action, so the translator could choose the translated word more accurately.

Lexical context can also determine the choice of words whether in appraise meaning or not. In translation, translator should be careful to distinguish. Both English and Chinese have the same situation that a word with many types and a word with many meanings. In the process of translating news, the translator should figure out the meaning of the original words and the emotional expression of the original words according to the context. Then, choose the translated word which could not only express the meaning of the original word but also conform to the target language reader's expression habits. Finally, the target language readers could have the same response in the translation with the source language readers, which means achieve the functional equivalence successfully.

3.1.2 Literal Translation

Literal translation refers to the translation methods used in the conditions where target language

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permits. Literal translation not only wants to achieve the source news content translated accurately but also seeks to retain the original language forms as much as possible. The former which is to achieve the source news content translated accurately is for the purpose of seeking "faithfulness", the latter which is seek to retain the original language forms as much as possible is for the purpose of seeking "elegance" and "expressiveness". Taking "faithfulness", "expressiveness" and "elegance" into account could achieve the purpose of translation apparently. However, literal translation isn't means translate the original language word for word. Let me take an example which most of us is familiar with, that is "好好学习，天天向上", some Chinese students translated it into "good good study, day day up". When we listen the translated sentence, we can not help laughing. This example is a rigid translation rather than literal translation. As we all know, new words created always keeping pace with the development of our society. Thus, in translation, in order to conform to the trend of the times and keep in line with the people reading habits, many new words are literal translated by translator. These translated new words are not only embodies the fashionable new words but also retain the characteristics and connotation of the source language culture. For example:

自拍杆 (selfie stick), 钓鱼网站 (phishing website), 土豪 (tuhao)

In the translation cases, "tuhao" also belong to transliteration. As the reflection of the characteristic of China's society, literal translation seems better. "pishing website" retains the original word forms and transfer the content directly and without the loss of humor and vivid features; "selfie stick" is the combination of two words, the meaning is simple and clear.

News have some interesting vocabulary combination, translator could also take the literal translation method. Such as: kill two birds with one stone can directly be translated into "一石二鸟". Only if the translation does not affect the meaning of its original text and the communicative function of language, translator could take literal translation in order to retain the image meaning. Literal translation could help us to understand the western culture and at the same time, it also helps a lot in spreading our national culture so that Westerners could understand China directly. Through literal translation, the reader is more likely to understand the thoughts and culture that the original text intend to express.

3.1.3 Free Translation

In translation, when exists equivalence translation the translator could choose literal translation. In the actual practice of translating, the situations of translating the original news text into the target news text exist, however, not very often. The differences between two different languages always exist more than commonality between them. However, when the literal translation would cause ambiguous or ambiguity, the translator should take free translation. Some new words and image vocabulary in the news have its distinctive ethnic characteristics, which cause trouble in translating. The translator in the translation often fails to convey the image significance and the core semantics in the news at the same time. Since the translator may be unable to find the corresponding word, they have no alternative but to giving up the significance of the image and then select the core meaning of a word. It is also conform to the "functional equivalence" –content first, form second, which aims to achieve the "the most natural,

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the most appropriate" target language translated from the source language. For example,

相亲 (blind date), 婚前落跑 (leave someone at the altar), 和好如初 (kiss and wake up).

In the translation cases, "blind date is a social engagement between two people who have not previously met, usually arranged by a mutual acquaintance. Altar in Western countries is a holy place where men and women could have a vow to marry, means the relation in the couple recover and become better.

Above all, if the translator takes literal translation, the translation may confuse the target readers. Translating the original news words into the target news words by taking free translation method could break the restriction when translating the original news. The vocabulary choosing between the target news and the original news might be more or less different. However, the deep meaning of original words did not deviate from the original content, in contrast, it is close to the meaning of the source news. Although the translation cannot satisfy everyone, the meaning of the expression is much clearer than literal translation. The target language readers can also understand the meaning of the target language accurately.

4. Functional Equivalence in Translation of China Daily from Syntax Level

In order to achieve functional equivalence in the news translation, only focus on the lexical level is not enough, the language have both generality and individuality. Among different languages, some sentences have small difference in the expression order and logic, so syntactic linearity could be carried out in the bilingual transformation. Due to the structure, thinking mode and culture differences exist in English and Chinese, there are many disputes in the expression in English and Chinese. If followed by the word-for-word translation, the final effect will get just the opposite. In order to convey reader as much information as possible in the limited space, long and compact news usually used in the report or passage. However, the structure of Chinese news is relatively loose and organized with many short sentences. Therefore, in the process of translating a sentence in the news, translator should follow the "functional equivalence" theory and adopt appropriate translation strategies.

4.1 Sequential Translation

Not all grammar logic and semantic logic in English are in accordance. While Chinese grammar logic and semantic logic are correspond to each other in many situations. Therefore, before translating, translator should have a clear mind in distinguishing these logic. Sequential translation, which means translate the source language in accordance with the time sequence or logical order in the original text, so that the translation can achieve the double layer equivalence between the source language and the target language. It could reach the functional equivalence completely. For example,

  1a. 近几年，大量扶贫资金的非法滥用和贪污严重损害了公众利益和人民的合法权利，相关诉讼案和请愿书对社会和谐与稳定产生了影响。

  1b.In recent years, a large amount in poverty alleviation funding has been embezzled or misused, seriously harming the public interest and people's legitimate rights. It has also led to a series

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of petition cases, which has affected social harmony and stability.

2a.我们期待，各成员国秉持团结合作精神，积极加大投入，推动亚投行尽早开展业务，尽快做大做强，壮大多边开发银行整体力量，为国际发展事业作出更大贡献。

2b.It is our hope that member states will continue to work with one heart and one mind, actively pitch in and get the operation of the AIIB running as soon as possible, so that the AIIB could grow fast and strong and add to the strength of multilateral development banks, thus contributing even more to global development. (http://language.chinadaily.com.cn/)

Above the two examples, the first example adds a sentence "it has also led to a series of petition cases" in the translation, thus making the translation more natural. In the second example, the translation adds conjunctive word "so that, thus" in the translation, which in accordance with the original language sequence, making the translation more logical and natural. Translation in accordance with the original language with proper segmentation, the translation is more in line with the English news expression.

4.2 Recasting Translation

As we all know, different expressions exist in Chinese and English language. Grammar logic and semantic logic in English long sentences may not in accordance, they are even in contrast. If the translation from Chinese to English does not meet the English expression habit, translator needs to take recasting translation method to achieve the equivalence in content, namely, disrupt the original sequence in order to meet the readers' reading habits and achieve the same reaction with the source language reader.

1a.2013 年 10 月，中国提出筹建亚投行的倡议，今天亚投行正式开业了。

1b.The initiative to set up the AIIB was put forward by China in October 2013.

2a.Often, people prefer to spend their final days at home but end up dying in hospital because doctors do not want them to leave, researchers said.

2b. 研究人员称，人们通常更愿意在家度过最后的时光，但由于医生不同意往往最后死在医院。 (http://language.chinadaily.com.cn/)

Above the two examples, the first example is a simple sentence. In order to comply with the principle of putting the most important thing in the first place in English, the translated time "in October 2013" put at the end the sentence. Let me take another example, in English expression habits, put down a small place after a big place, while in Chinese the sequence is just the opposite. About the second example we can see that the original sentence sequence is broken, which fully reflect the characteristics of the Chinese expression habit. "Research said" which placed at the beginning of the Chinese sentence while put at the end of the translation in English. However, both sentences serve the expression habits in Chinese and English readers.

Although the above example is just the tip of the iceberg, it is not difficult to see that the different English and Chinese news translation mainly because of different semantic logic and expression habits in English and Chinese. That is to say, when the translators translate the news, they need to break the original grammar logic. Above the translation examples, grammar and semantic logic has been

consistent. Since translation is in accordance with the semantic logic of the source news language, grammar logic of the source news is just in opposite compared with the target news language. This is recasting translation. Using the method of recasting translation could retain the original meaning, but the grammar order may not exactly the same with the original language.

4.3 Separated Translation

Grammatical relations between sentences in English news seem complex because it is usually use relative pronouns, clause conducted by the relative adverbs, parentheses, inversion and so on. Thus, grammar and semantic logic in English seem contradictory. English sentences which used the above methods differ from Chinese grammar and semantic logic. In this case, in order to successfully complete the semantics transformation, translating a news can only take the method of separate the original sentences and then adjust it. This approach is separated translation. For example:

1a. 对任何企图歪曲美化日本军国主义侵略历史的言行，中国人民和亚洲受害国人民不答应，相信有正义和良知的日本人民也不会答应。

1b. Chinese people and people of all victim countries in Asia will say no to any statements and actions that attempt to distort or prettify the aggression history of Japan militarism, and so will Japanese people who believe in justice and conscience.

2a. 在最近几周中，这已不是他第一次谈起利比亚和以北约为首的军事干涉了。北约第一次进行干涉的几个月后，同年 10 月，卡扎菲即死亡。

2b. This is not the first time in recent weeks he has talked about Libya and the NATO-led intervention which resulted in Gadhafi's death in October of that year, months after NATO first intervened. (http://language.chinadaily.com.cn/)

In the first example, we can make a clear of its grammar logic: (1) Chinese people and people of all victim countries in Asia will say no to any statements and actions (2) (Statements and actions) which attempt to distort or prettify the aggression history of Japan militarism (3) Japanese people who believe in justice and conscience (will also say no) and the semantic logic: (1) The statements and actions which attempt to distort or prettify the aggression history of Japan militarism (2) Chinese people and people of all victim countries in Asia will say no to the statements and actions (3) Japanese people who believe in justice and conscience will also say no to the statements and actions. Because Chinese sentences focus on semantic logic, we can see that the sequence and structure of Chinese sentences have difference with English sentences.

In the second example, we can make a clear of its semantic logic: (1) This is not the first time in recent weeks (2) he has talked about Libya and the NATO-led intervention (3) (intervention) resulted in Gadhafi's death in October of that year (4) (Gadhafi dead) months after NATO first intervened. Compared with the Chinese translation, we can see the difference in semantic logic. Thus, when we translate a sentence, we should consider the grammar logic and semantic logic in different news language firstly and then adjust and organize different parts of a sentence in order to meet the reading habits between original and target language readers.

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5. Functional Equivalence in Translation of China Daily from Discourse Level

Discourse equivalence also called passage equivalence. Passage should be defined as a language unit which conveys a complete information with proper language and logical coherence, it also has certain communicative purposes and functions. Therefore, only considering the language itself is not enough when we analyze a passage. The process of translation is a conversion from the source language to the target language. The task of translation, in my mind, is to find a target language in the original context. In traditional process, we always translate a passage from the lexical and syntactic equivalence. According to that translation progress, translator can keep the target language same or similar with the original words and sentences, but it probably makes the target language and source language deviated in style and theme consequently.

5.1 Style

Different translation works have their own language features. News translation, which is different from novels, need to pay more attention to its style. In general, news should be objective and with no individual emotional color.

1a.China and Switzerland will establish an innovative strategic partnership to promote common development and prosperity, a joint statement issued on Friday said.

> 1b.中瑞一份联合声明指出，中瑞将建立创新战略伙伴关系，以促进两国共同发展和繁荣。
>
> (http://language.chinadaily.com.cn/)
>
> Above the example, in the English news, "said" refers to the content of "a joint statement". In the translation, it is translated to "指出"，which is a formal and objective word according to the passage and the requirement of the news.
>
> 2a.北京市公安局官方微博 8 日通报，警方已在河南省许昌市抓获 "4·3 女子酒店遇袭"事件涉案男子李某。
>
> 2b.Police arrested the man who reportedly assaulted a woman at a Beijing hotel on April 3. The suspect, surnamed Li, was caught in Xuchang, Henan, according to an announcement posted on Friday by the official Weibo account of the Beijing Municipal Public Security Bureau. (http://language.chinadaily.com.cn/)

About this example, it is an objective news with no individual emotion. Thus, the translator also uses objective words to keep the style with the original news.

5.2 The Theme

We all know that English is a subject-prominent language. In the context, translator should make sure the right subject so as to understand and translate the news passage correctly. For example,

Ferrara, in his 40s, has authored books based on the Chinese classic A Dream of Red Mansions and on US President Barack Obama. He has also taught in universities in China, South Korea and Turkey. Through the years, he has witnessed the sprouting of many new campuses in China. (http://language.chinadaily.com.cn/)

We can see that the example has three subjects, whether Ferrara or he represent the same person. If the translator judges the subject in a wrong way, the theme will be distorted.

Above all, if only considering from the perspective of discourse in the process of translation, the translation equivalence usually cannot be achieved. Thus, in addition to achieve semantic equivalence, on the one hand, the translator must pay attention to the original language color; on the other hand, the translator must fully respect the target language, avoiding Translationese.

6. Discussion

In summary, Nida's functional equivalence theory can provide theoretical guidance to news translation. In the process of analysis China Daily, I found that China Daily is based on the theory and has the application of translation strategies. Considering Chinese and English readers have their own reading habits, the translation in China Daily conveys the original information accurately and completely. In this thesis, I introduce Nida's functional equivalence theory and the standard of functional equivalence theory, combined with news vocabulary and syntax features, to analyze China Daily translation strategies. The "functional equivalence" theory adheres to the principle of "content first, form second". The theory does not concern the dispute between literal and free translation. It simplified all kinds of uncertain factors in the process of translating, which provide a more free perspective for translators. Chinese and English belong to different family of languages, thus their ways of expression and sentence structure exist huge difference. To achieve a high quality of news translation, translator needs to consider a collection of factors. Neither vocabulary, syntax or discourse can be ignored. Encountered in the translation, any respectable translator cannot always reach the equivalence of content and form at the same time. In accordance with the theory of functional equivalence, I think the content should be put in the first place and then make an appropriate adjustment to the form, so as to make the translation more fluent and conform to the expression of the various languages. Only meeting different people's reading habits can the translated news better be spread and accepted. The more effective dissemination of news, the much achievement in the ultimate goal of the news translation.

Nida believes that any two languages can achieve the purpose of language communication by translating, as long as the source language readers and the target language readers have similar reading experience, namely, meeting the requirements of the functional equivalence. News translation is aimed to meet the requirement of the information transmission and the exchange of different cultures. Therefore, it is important to adopt appropriate translation strategies to have similar bilingual reader response. While in the process of translating, translation sometimes still cannot be perfect, but to some extent, it finally reaches equivalent effect. "Functional equivalence" theory can not only provide guidance to news translation but also give a direction to the publicity materials, science and technology, commerce, film text translation and so on. Only more diverse translation practice can further test and perfect the "functional equivalence" theory.

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