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# 目的论视角下的《中国日报》公益广告英译 探析

研 究 生 姓 名：刘晓芳

指导教师姓名、职称：彭利元教授

学 科 专 业：外国语言学及应用语言学

研 究 方 向：翻译理论与实践

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**Analysis on English Translation of Public  
Service Advertisements in *China Daily*  
from the Perspective of Skopostheorie**

**By**

**Liu Xiaofang**

**A THESIS**

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蒋坚松

湖 南 工 业 大 学

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## Abstract

With China's reform and opening up and economic globalization of the world, China saw a tremendous economic growth in the last decade. People all over the world pay much attention to China. More and more foreigners come to China to travel and many of them even settle down. Among them, some like Chinese cultures very much, for example, Chinese kungfu, Beijing opera, acrobatics, Confucianism and Daoism; some enjoy bravery and hospitality of Chinese people; others pay much attention to the environmental, educational, healthy and social problems. What's more, with the rapid development of China's growth, many people in the western countries concern Chinese issues.

It is well known that *China Daily* (English version) is regarded as the most authoritative English media outlets and an important source of information of Chinese policy, economy, culture and society in China. And the public service advertisement (PSA) is a mirror of reflecting the current situation of Chinese public service and it also shows the degree and depth of Chinese people's public awareness. English translation of PSAs in *China Daily* plays a very significant role. On the one hand, it will make foreign people know China well, especially in some public issues such as environment, health, education, etc; on the other hand, it can transfer Chinese culture better and better.

Translation of PSAs is a purposeful activity. Its communication functions should be paid more attention to in the process of translation. According to the Skopostheorie, within the framework of the Skopostheorie, translators are flexible to select whatever information or translation strategies they think appropriate to reach the intended functions of the translation, because, the source text is only 'an offer of information'. Skopostheorie which focuses on the functionality of the target text in the target culture will shed light on PSA translation.

Compared with the traditional equivalence theory, Skopostheorie has explored a new perspective for translation study. At present, in fact, there are a lot of translation studies in commercial advertisements from the perspective of Skopostheorie. But relatively it is rare

for PSAs translation study, and it is even rarer for English translation study of PSAs in *China Daily*. Because of the significant and influential status of *China Daily* at home and abroad, this paper is a tentative study of English translation of PSAs in *China Daily* since 2008 from the perspective of Skopostheorie and attempts to find some translation strategies for PSAs. The author uses the descriptive method to analyze the contents, functions, sentential structures, textual structures and language features of PSAs in *China Daily*. By analyzing some translation examples, the author finds that translation of PSAs in *China Daily* is a purposeful activity. If there is no cultural conflict between source culture and target culture, literal translation can be used; if there are some cultural conflicts between them, other translation strategies, such as, free translation, adaptation, imitation and concretization can be used.

**Key words:** Skopostheorie; PSAs; translation strategies

## 摘 要

随着中国改革开放和经济的全球化日益深入,中国经济在近 10 年中得到了巨大的发展。全世界越来越多的人在关注中国,来中国旅游的人越来越多,有些人甚至来到中国定居。他们之中有些喜欢中国文化,如中国功夫,京剧、中国杂技,儒学和道教等等;有些喜欢中国人的善良勇敢、热情好客;而更多的人则关注中国的环境、教育、健康和社会等问题。

众所周知,《中国日报》(英文版)是国内最具权威性的英文报纸,是反映中国政治、经济、文化和社会信息的重要渠道,是外国人了解中国最重要的窗口。而公益广告是反映中国现在状况的一面镜子,同时也体现了人们公众意识的深度和广度。所以《中国日报》上公益广告的英译具有非常重要的意义。一方面,公益广告的英译可以使外国人更全面地了解中国,了解中国的环保、教育、健康等方面的情况;另一方面,公益广告的英译可以使外国人更好地了解中国文化。

公益广告是一种有目的性的宣传文本。在翻译的过程中,我们应该重视它的交际功能。而目的论认为:在目的论的框架内,只要能达到预期目的,译者可以选择他认为合适的信息和方法进行翻译,而源文本只是一个信息提供者。目的论强调的是目标文本在目的语文化中的作用,因此它对公益广告的翻译起指导作用。

与传统的对等理论相比较,目的论为翻译研究开辟了新的视角。目前,从目的论角度对商业广告的翻译研究已有很多,但对公益广告翻译的研究却相对较少,特别是对《中国日报》上公益广告的研究就更少。鉴于《中国日报》在国内外的影响力和重要性,本文试图从目的论视角对 2008 年至今《中国日报》上公益广告的英译处理做一些分析,尝试寻找公益广告英译策略。作者用描写的方法分析了公益广告的内容、句法结构、语篇结构以及语言特点。通过对公益广告翻译例证的分析,作者认为:《中国日报》上公益广告的英译是一项目的性很强的行为。源语文化和译语文化没有冲突的时候,可以用直译;源语文化和译语文化有冲突的时候,可以灵活运用其他的翻译策略,如意译、改写等。

**关键词:** 目的论; 公益广告; 翻译技巧

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## Chapter 1 Introduction

With the rapid development of economy, some kinds of social problems occur in China nowadays, such as natural disasters, environment pollution, drug abuse, and AIDS, which play very negative roles in the society and affect the country's everlasting development. And at the same time, a lot of influential events were hosted by China, for example, 2008 Beijing Olympic Games and 2010 Shanghai World Expo. Then how to educate people to protect environment? How to transfer the good concept, 'better city, better life' to the foreigners? How to promote China to all over the world in a better way? How to make foreign people understand China better? Thus public service advertisements (PSAs) are created to reach these goals. PSAs are intended to arouse people's awareness and stimulate people to take positive action on these issues. PSA is a special kind of advertisement and it belongs to non-commercial advertisement, and it refers to use some commercial advertisement techniques for non-commercial purposes to serve the public interest, which will push the public to change their attitudes and behaviors. (Zhang Mingxin, 2004:14). As we all know, *China Daily* is very influential and comprehensive in China and it is a very important resource of information of Chinese politics, economy, culture and society. It is also a significant window for foreign people to get to know China. PSAs in *China Daily* are more important from this sense, because as we all know that PSA in *China Daily* is a mirror of reflecting the current situation of Chinese public service and it also shows the depth and width of Chinese people's public awareness. How to transfer some meaningful concepts and ideas through PSAs in *China Daily* to foreign people effectively? How to make foreigners know China better? It is a very useful and important channel through PSAs. So the English translation of PSAs is very meaningful. This thesis will discuss English translation strategies of PSAs in *China Daily*. The translation of PSAs is a purposeful activity. In order to achieve the functions or purposes of communication, the translation must be target-text oriented. Skopostheorie focuses on the functions or purposes of communication. So this thesis will find some English translation strategies of

PSAs in *China Daily* from the perspective of Skopostheorie.

## 1.1 Research Background

With the globalization of economy, advertisement has become an indispensable and significant form of communication in our modern society, playing very important roles in our daily life. Advertisements can be seen in various media such as TV, newspapers, magazines, radios and internet. In terms of functions or purposes of communication, advertisements can be classified into commercial advertisement and non-commercial ones. Commercial advertisements can be seen every moment and everywhere in our modern society whose major purposes are to promote sales and make more money for some organizations or individuals. Non-commercial advertisements are usually sponsored by some influential charitable, religious institutions, political organizations or enterprises whose aims are to inform, educate or motivate the public about non-commercial public interest issues. Public service advertisement (PSA) belongs to the latter. PSAs cover a very wide range. On the one hand, there are some very important social affairs, educational programs, and big games in the society, for example, Olympic Games, charitable activities, and so on. PSAs aim to inform the public of these important social issues, to attract people's attention to these things, to educate people and to transfer some meaningful conceptions. On the other hand, recent decades have witnessed so many serious social problems, such as global warming, air and water pollution, earthquakes, drug abuse and AIDS. In this circumstance, PSAs are created and then developed rapidly to help people to solve these problems. So it is very important and necessary to make some researches on PSAs and PSAs translation. There isn't a specific definition of PSA nowadays. Berkowitz, a famous scholar, who makes a thorough study of advertisement for more than 25 years, states that PSA is generally sponsored by a non-profitable institution, civic group, religious organization, trade association, or political group with a central focus on public welfare (Berkowitz, 2004). In China, according to Zhang Minxin's definition, PSA is a

sub-branch of non-commercial advertisement whose purposes are to serve the public interests. This kind of advertisement can push the public to change their attitudes and behaviors (Zhang Mingxin, 2004). There are some researchers at home and abroad trying to discover how public service advertisements work, such as: Judie Lannon (2008), Nancy Lee (2006), Josephson (2005) and other scholars hoping to discover the secrets behind public service advertisements and society, such as Charles Atkin (2001) and Pan Zehong (2001).

As we all know, *China Daily* is the most influential English newspaper in China and it is one of the most authoritative providers of information, for example, news, social affairs, concepts, policies and views in China. It is also the most important English newspaper in China to enter the western mainstream society. Its main readers are people from English-speaking countries or some advanced scholars or educated people in China. Public service advertisements in *China Daily* play a special and unique role in prompting public service undertakings both to home and to the outside China. PSAs published in this newspaper also represent the cognition and concept of Chinese people and Chinese government toward public services and social issues. So *China Daily* is a very important window for foreigners to look at and get to know China comprehensively. With rapid development of economy and technology and further reform and opening up, China plays an even more significant role in the world. The big success of 2008 Beijing Olympic Games, 2010 Shanghai World Expo and Guangzhou Asian Games sees a powerful and prosperous China to all over the world. At the same time, there are some natural disasters occurring in China, such as Wenchun earthquake, Yushu earthquake and Ya'an earthquake which cause so many people homeless and hopeless. How to inform this important information clearly and accurately to the foreigners through PSAs? How to get some supports from the other countries? How to transfer positive conceptions to the world? So it is necessary to analyze the English translation of PSAs in *China Daily*. But nowadays, there are so many researches on commercial advertisements and there are relatively fewer researches on PSAs, let alone the English translation of PSA in *China Daily*.

German functionalist theory includes Katharina Reiss's work on text type and language function, Justa Holz-Manttari's theory of translational action, Vermeer's Skopostheorie and Nord's 'function plus loyalty' principle. Among them, Skopostheorie is the core of the functionalist translation theory which includes three rules: the Skopos rule, the coherence rule and the fidelity rule. Every text is produced for a particular purpose and translation should serve the purpose. Skopostheorie emphasizes the function or Skopos of the target text, the text user and cultural background. The translation of PSAs in *China Daily* is also a purposeful activity. And the English translation of PSAs in *China Daily* is target reader-oriented. Skopostheorie can be used to guide the English translation of PSAs in *China Daily*.

## 1.2 Research objectives and significance

Nowadays, China has increasingly played a more and more important role in the world, and so many foreign people look forward to knowing China better. Some of them are interested in Chinese languages and cultures; others want to learn Chinese culture and get to know social situations of China. At the same time, some big events and disasters happened in China, and PSA in *China Daily* is an effective way for China to transfer some information or some certain kind of concept to the people all over the world. So the English translation of PSA is very significant to the translators. In this article, the author will analyze the contents, language features and textual structures of PSAs in *China Daily*. Through the analysis, the author tries to find some translation strategies in PSAs with the guidance of Skopostheorie.

It is well-known that *China Daily* is a very influential kind of newspaper all over the world. So many foreign readers read the newspaper and the PSA in it play significant roles to foreigners because of its purpose or functions. There are many researches on commercial advertisements from the perspective of Skopostheorie, but there are fewer researches on PSAs from the perspective, let alone the PSAs in *China Daily*. The research

of English translation of PSAs is relatively rare, and the analysis of English translation of PSAs in *China Daily* is even rarer. There are many researches on Chinese PSAs, but seldom on English translation. So this thesis is a new try to find the translation strategies of PSAs in *China Daily*. The author hopes that this thesis can make people pay more attention to the PSAs research, especially to the English translation of PSAs. This thesis also puts forward a new perspective for people who want to do some research on PSAs in *China Daily*.

### **1.3 Data Collection and Methodology**

The data of this thesis mainly comes from the English version of *China Daily* from 2008 to 2013. In this thesis, the descriptive method is adopted. The contents, functions, sentential structures, textual structures and language features of PSAs in *China Daily* are analyzed in detail. By analyzing the linguistic features of PSAs in *China Daily* and some translation examples, the author hopes to find some C-E translation strategies of PSAs in *China Daily*.

### **1.4 Framework of the thesis**

There are six chapters in this thesis.

Chapter one is concerned with research background, research objectives, research significance, methodology, as well as the organization of the thesis.

Chapter two is literature review. It makes a brief introduction of public service advertisement. It includes definition, function, media and of PSA and research on PSAs in China and development of PSAs in America.

Chapter three is the framework of the theory. It discusses the famous theory ‘Skopostheorie’, one part of German functionalist approaches. It makes a brief introduction of the background of the Skopostheorie and three main rules: skopos rule, coherence rule and fidelity rule.

Chapter four and chapter five are the main body of this thesis. Chapter four makes the textual analysis of PSAs in *China Daily*. It includes the contents of PSAs, structures of PSAs and language features of PSAs in *China Daily*. Chapter five analyzes some translation examples in order to find English translation strategies of PSAs in *China Daily* with the guidance of Skopostheorie.

Chapter six is the conclusion and limitations of this thesis. A brief summary of this thesis is presented. It makes a conclusion by analyzing some translation examples of PSAs in *China Daily*. And then it discusses the limitations of this thesis. The author makes sure of the future research on this topic.



## Chapter 2 Literature Review

PSA is a very special kind of advertisement whose aims are not to help some organizations or individuals to make much more money. In this chapter, the author will make a brief introduction of advertisement and then a detailed discussion of PSAs in *China Daily* will be presented.

### 2.1 Advertisement

Advertisement can be seen everywhere and every moment nowadays. Generally it can be defined from the narrow sense and the broad sense. In the narrow sense, it refers to commercial advertisements which can make some money for some organizations or for the individuals. We can see or hear this kind of advertisement from various channels, for example, radio, TV, newspapers, book, magazines, and internet, and so on. It often consists of such contents: promoting a kind of product which can earn a lot of money for a company or for an individual. In the broad sense, it means the combination of all kinds of advertisements including commercial and non-commercial advertisements.

#### 2.1.1 Definition of advertisement

Many researchers have made some definitions of advertisements from different perspectives. Till now, the most authoritative definition is made by the *Committee on Definitions of American Marketing Association* which defines advertisement like this: the non-personal communication of information usually paid for and usually persuasive in nature, about the products, ideas, services by identified sponsors through various media.

#### 2.1.2 Classification of advertisement

Advertisement can be divided into several groups from different perspectives. Different scholars have different classification. Generally speaking, according to the

media of transferring, it can be divided into TV advertisement, newspaper advertisement and board advertisement; according to the purposes of communication, it can be divided into commercial advertisement, recruitment advertisement and public service advertisement.

## **2.2 Public service advertisement**

In this part, the author will describe something about PSAs. It includes definition, functions and media of PSA, research on PSAs in China and development of PSAs in America.

### **2.2.1 Definition of PSA**

PSA originated from the United States in the World War II and it develops very fast in recent decades (Zhang Mingxin, 2004:13). There is no specific definition of advertisement, and it is the same case for PSA. Generally speaking, PSA is non-commercial advertisement with the purpose of serving the public interest. Berkowitz states that PSA is generally sponsored by a certain kind of non-profitable organization, civic group, government, or religious organization with a central focus on public interest (Berkowitz, 2004:105). PSA is a type of advertisement which appeared on television, radio, print or other media. Whereas the objective of a standard advertisement is to market a product, a PSA is intended to benefit the public interest, by arousing awareness of an issue, affecting the public's attitudes, and potentially stimulating actions (Wikipedia, 2011).

In China, there are several scholars to make some researches on PSAs. These researchers make different definitions from different perspectives. In the work *The mystery of PSAs*, the famous scholar Zhang Mingxin defines PSA like this: PSA is a kind of advertisement campaign that is not profitable. It adopts a specific technique or artistic expression to show a certain social idea or concept to the public with the purpose of

changing their attitudes or behaviors (Zhang Mingxin, 2004:13).

In the work *The analysis of PSAs*, the scholar Gao Ping makes another definition of PSA: PSA is a kind of advertisement which makes some profits for the public. It intends to convey some certain public concept and to promote the construction of socialist spiritual civilization through advocating and warning (Gao Ping, 1999:15).

In the work *Public service advertisement*, Pan Zehong defines PSA as follows: PSA is a kind of advertisement campaign with the purpose of arousing the public's concern through a short and simple way. PSA intends to persuade and guide the public friendly in the light of some evil habits and social problems so as to correct the bad things of the society, to establish new customs, to persuade social psychology, to normalize people's social behaviors, to defend social virtue and regular order, to encourage the healthy and harmonious development of society, and to achieve the harmonious and sustainable development between people and nature (Pan Zehong, 2001:16).

### **2.2.2 Function of PSA**

From the above discussion, it is very clear to know that PSA is a kind of non-profitable advertisement. It has so many functions that it is more and more popular and useful nowadays. From a famous scholar Gao Ping (1999:93-107), she summarizes the functions of PSAs as follows. First, it can consolidate the construction of social spiritual civilization. It mainly includes: transferring some information about the construction of social spiritual civilization; offering cautions to the ordinary people for the social life; working as guidance for the social development. Secondly, it can advance the material civilization construction. It includes: spiritual power brought by PSA triggers the development of economy; promoting the rational utilization of the material resources; and promoting the social progress. Thirdly, it can benefit some enterprises. It includes: helping some enterprises to establish new philosophy, facilitating the enterprise' moral self-regulation in the market; helping enterprises to establish a better new business philosophy; helping some enterprises to establish good social images. Being different from

the commercial advertisement whose main function is to sell some certain product and earn money as much as possible, PSA aims to arouse the awareness of mankind, normalize moral behaviors, guide social values, educate the public, inheriting and integrating cultures. In a word, PSA belongs to non-profitable advertisement.

### 2.2.3 Media of PSA

In order to achieve the functions of PSAs, there are various media which will publish public service advertisements. According to Encyclopedia Britannica (1980:104), there are mainly seven types of PSAs as follows: newspapers; magazines; television or radio; direct mail; outdoor media; transit media; miscellaneous. Among them, newspaper is one of the most widely used advertisement medium because of its large circulation. As we all know, *China Daily* is the most authoritative English newspaper in China and so many people read it at home and abroad. It attracts so many readers all over the world especially for some foreign people who want to know China comprehensively. So the PSAs in *China Daily* are also very important for readers to pay attention to. The roles of PSAs in it are transparent. In this paper, the author will try to find English translation strategies of PSAs in *China Daily*.

### 2.2.4 Research on PSAs in China

The PSA named “saving water” composed by Guiyang government and Guiyang TV in 1986 can be regarded as the first PSA broadcasted on TV in China. From that on, PSA in China was developed very quickly. On October 26<sup>th</sup>, 1987, the broadcasting of the column “Mass Media Informing Advertising”(广而告之) of CCTV was spoken highly of by people all over the country. The study of PSA is increasing rapidly. There are many researches in public service advertisement in China. Till now, there are four major monographs on PSAs study. In the book *Of Public Service Advertisements*, Gao Ping (1999) analyzes the first ten representational PSAs of China. This book starts the researches on PSA from theory to practice. Pan Zehong’s (2001) book *Public Service*

*Advertisement* is considered to be the first book which studies PSAs systematically in China. Ni Ning (2003) gave a comprehensive contrast of PSAs in *Japanese and Chinese PSAs*. Zhang Mingxin's (2004) *The Mystery of Public Service Advertisement* discusses the history, implication, characteristics and functions of PSA.

Besides books, there are some journal papers. Yu Fengjing (1996) discusses the necessity and significance of emotional strategy to the language creating of PSA. Lu Xiaoxia (1998) discusses the application of national psychological characteristics into PSA. Wang Guihong (2001) discusses the writing and skill of the language of PSA. Sun Ran (2004) discusses the interaction between advertiser and recipient based on an example of PSA published on Fortune. Yang Shu (2006) studies the modal expression and modal orientation of PSA. Liang Jiping (2007) analyzes the diachronic changes of PSA. Fu Weidong (2010) discusses the social functions of PSA.

We can find some journal papers analyzing PSA from different perspectives. Among them, some are done from stylistic approach (Li Xiang, 2003; Shi Ping, 2004; Li Jiping, 2006); some from functional approach (Huang Guowen (2001), Guo Yan (2007), Chen Linlin (2007), Zhang Fan (2009)), and some others from the perspective of semiotic approach (Li Xiang (2006), Zhang Haihua and Chen Ziai (2007), Yan Hui (2009)).

The above researches are mainly done from language angles. They are focused on language features of PSAs. At this period of time, the researches fall into linguistic category. There are also some researches on PSA translation. Yuan Yining (2008) analyzes the English translations of *gongyi guanggao* and points out some translation problems regarding this term in some Chinese-English dictionaries which were published over the past few years. Hu Lianwei and Zhou Changli (2009) discuss Chinese to English translation of PSA slogans from the perspective of pragmatic translation. Bu Guozheng (2010) discusses the translation of PSAs from different angles and makes some suggestions on English translation of terminologies in PSAs. Zhou Meng, and Yu Shoucai (2012) make some analysis on language features and translation skills of English advertisements. Chen Yanhong (2012) analyzes the translation strategies of Chinese and

English PSAs from cultural perspective. Wu Huifang and Ye Xiangshu (2010) discuss translation strategies of Chinese and English PSAs from the perspective of rhetoric. They also find some translation strategies of PSAs through the contrast of rhetoric. Tang Haiping (2009) also analyzes the translation strategies of advertisement slogans in PSAs from the perspective of rhetoric. Guo Suihong (2010) makes some analysis on the language features and translation strategies from the perspective of cultural factors and cultural effect.

But there are fewer researches by using the PSAs on *China Daily*. During the preparation of writing the thesis, the author finds that there are few researches by using the PSAs in *China Daily*. There is only a dissertation using PSAs in *China Daily* as the object of research. Zhang Danqing (2009) in her dissertation, she analyzes the PSAs in *China Daily* from the perspective of critical discourse analysis. She uses 75 examples of PSAs from this newspaper to reach her conclusion. But there are fewer researches on the English translation of PSAs than on the commercial advertisements. There is no research on English translation of PSAs in *China Daily*. Because of the significant status of *China Daily* at home and abroad, this translation phenomenon is very important for the development of PSAs. So the author hopes to do the tentative try to find some translation strategies under the guidance of Skopostheorie.

### **2.2 5 Development of PSA in America**

PSA first appeared in American. It is developed very rapidly. There are so many researches on PSAs in America. The development of PSAs in America is prosperous nowadays and grows more and more rapidly. There are also some researches of PSAs in other countries, for example in Japan. America is the leading producer of PSAs in the world. So in this thesis the author only makes a brief introduction of the development of PSAs in America.

PSA first appeared in early 1940s in America. At the very beginning, the PSA research was centered on a few limited areas. Generally it was concentrated on the

investigation of the planning, evaluation and media dissemination of PSA campaigns based on mass communication theories. O'Keefe and Reid (1990) stated that the successful PSA campaigns had been incorporated theoretical models of communication with persuasion in their development. Atkin (2001) reviewed the previous research exploring effects of media-based health behavior related PSAs. Gantz and Schwartz (2002) conducted the content analysis of TV PSAs. After the United States took part in the Second World War, the advertising industry placed its services and resources at the disposal of the government in order to help win the War. So a new organization 'War Advertising Council' was appeared. This organization worked closely with the government on many advertising campaigns for things as war bonds, recruiting, forest fire prevention, prevention of inflation, espionage, and so on. In the special circumstance, these things were mainly related to the War. After the Second World War, the organization changed its name into 'the Advertising Council'. Its mission is to identify a lot of significant public issues and to stimulate the public to take some actions on these issues through some communication programs which make some differences in the society. As the leading producer of PSAs in the world, this organization has played a very significant role in the field of PSAs. This organization made some campaigns of PSAs at that time. The main contents include education, child-abuse prevention, pollution, anti-smoking, environmental protection, etc. On the past few decades, PSA in America developed very rapidly. As time went on, the definition and the contents of PSA are largely enriched. Undoubtedly, the activities of PSAs are more and more important in the society because of their significant functions.

## Chapter 3 Skopostheorie

In this chapter, the author will make a brief introduction of Skopostheorie, one of the most important theories in German functional approaches. Before it, the author will make a brief introduction of German functionalist approaches. The German functionalist theory was emerged in 1970s in Germany and it was introduced to China about in 1990s. As a translation theory, functionalist approaches once have been criticized by a lot of scholars and researchers for their incompatibility with the traditional translation theories. Although it has some shortcomings, it is full of vigor as a new theory in translation studies. As time went on, it has got more and more attention all over the world in the past decades. In China, Skopostheorie is applied widely in the translation areas, and the some researchers and scholars often use this theory to be the theoretical framework in their researches. According to Yang Liu, there are more than 10 academic monographs and 100 articles on Skopostheorie in all kinds of journal papers and collected papers from 1987 to 2009, among which 51 articles are published in core journals (Yang Liu, 2009:21).

### 3.1 The Background of Skopostheorie

Since 1950s, the development of the western translation theories has focused on linguistics aspects. In the 1960s, because of the tremendous influence of linguistics, translation study which once has been regarded as an art or a craft was determined as a branch of science. But it was very closely related to linguistics.

In that period, many scholars and researchers made some different definitions of the discipline of linguistics from different perspectives, such as Catford, Nida, and Newmark. They were very famous in the field of translation study. Catford studied the translation theory thoroughly from the aspects of linguistics. He thought that translation was to replace the textual material in SL by equivalent material in TL. He wanted to tell the differences between formal correspondent and textual equivalent. Formal correspondent



refers to any category which is considered to replace the same place in a closet way in the ‘economy’ of the TL just as the given SL category takes in the SL. Textual equivalent is any TL text or part of it which is considered as the equivalent of a given SL text or part of text on a definite occasion. Catford’s translation theory is very famous in translation field during that period and it had so much to do with comparative analysis of linguistics elements of the SL and TL.

Nida, a very famous scholar and translator in translation study put forward the ‘dynamic equivalence’ theory. He once put forward the concept ‘functional equivalence’, but after some researches on it, he realized there were some shortcomings in it, so he changed it into ‘dynamic equivalence’. Based on linguistics, informatics and semiotics, he advocated that “translating consists in reproducing in the receptor language the closest natural equivalence of the source-language message, first in terms of meaning and secondly in terms of style (Nida and Taber, 1969:12).

From the aspect of equivalence, Nida divides it into formal equivalence and dynamic equivalence. For the former, it focuses on the ST both in form and content, so formal equivalence is very closely oriented to the ST structures, which may help us to ‘gain close access to the language and customs of the source culture’ (Munday, 2001:41). For the latter, ‘it concentrates on the relationship between receptor and message which should be substantially the same as that which existed between the original receptors and the message’ (Nida, 1964:159). So dynamic equivalence stressed the equivalent effect and seeks the closest natural equivalent to the ST messages. Although Nida’s translation theory of equivalence has pushed the development of translation studies deeply, he still describes some translation phenomena from the perspective of linguistics and it is still SL orientation. He still can’t realize that the purpose of translation is not only the simple language conversions, but also the culture exchanges based on language forms.

Newmark, another influential scholar in translation field once put forward the concepts of ‘semantic translation’ and ‘communicative translation’. Semantic translation attempts to render, as closely as the semantic and syntactic structure of the second langue

allow, the exact contextual meaning of the original. Communicative translation attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original (Newmark, 2001, 39). Although Newmark's translation theory has offered many useful solutions to translation problems such as translation methods according to text-categories, his translation theory is still mainly ST-oriented and is to achieve equivalence effect which lacks consistency in practice.

It is very apparent that these theories of translation study are linguistic-oriented. They focus on the static relationship between ST and TT. But strictly speaking, translation studies are not limited to only to language itself. The linguistic equivalence is often not the ultimate purpose during the course of the translation of some pragmatic texts, such as public service advertisements. During the translation of so many years, translators have felt that the process of translating should be involved in two procedures: a faithful reproduction of source-text qualities in one situation and adjustment to the target audience in another (Nord, 1997:9). The translation theory based on the equivalence can not solve all the translation problems in all circumstances and often fails to analyze some common translation phenomena.

The shortcomings of using the linguistic methods to translation studies are obvious. The translators sometimes face the contradiction of making choices between being faithful to the source text and some adjustment to the target text. As the main representative of German functionalist approaches, Nord finds that translators, especially literary or Bible translators think that different situations call for different renderings in translation studies. Many translation problems can not be solved by using the pure linguistic translation theories. So the era calls for some new translation theories to be applied in the translation studies. In the western countries, target-oriented translation study appeared in 1970s. More and more translators paid much attention to TT and target readers. They focused on the communication functions or purposes of TT. This was a significant cultural return. Thus a new translation theory was extremely desired. The emergency of the German functionalist approaches has broken the constraints of the traditional equivalence theory, and filled the

gap between theory and practice in translation studies.

### **3.2 Translation Rules of Skopostheorie**

As we all know, German functionalist approaches were put up by some German scholars in 1970s. There are four major contributors to the formation of functionalist theory, namely K.Reiss, J.H.Manttari, H.J.Vermeer, and Christiane Nord. Functionalist approaches consist of the following important theories: Reiss's work on text type and language function; Manttari's theory of translational action; Vermeer's Skopostheorie and Christiane's theory of 'function plus loyalty'. Among these theories, Vermeer's Skopostheorie is the core of the functionalist translation approaches. Manttari's theory of translation action has further developed the functionalist approaches, and Nord's notion of 'function plus loyalty' further broadens this theory.

Among them, Skopostheories is the core in German functionalist approaches. Skopostheorie states that each text is produced for a given purpose and should serve this purpose. It is put forward by Hans J.Vermeer. As Reiss's student, Vermeer makes remarkable contributions to the functionalist theory. Vermeer identifies three purposes in the translation study: to earn a living; to instruct the reader and to adopt a particular translation technique or procedure.

Vermeer's Skopostheorie includes three rules, that is, the Skopos rule, the coherence rule (intratextual coherence) and the fidelity rule (intertextual coherence). A detailed explanation will be presented below. In the following chapter, the author will discuss the main points in Skopostheories.

#### **3.2.1 Skopos rule**

The top-ranking rule for any translation is the 'Skopos rule' which says that a translational action is determined by its 'Skopos', that is, 'the end justifies the means' (Reiss and Vermeer 1984:101). Skopos is a Greek word, for "purpose" There are some

other words such as “aim”, “purpose”, “function”, “intention” which are also used by Vermeer to convey the same meaning. Vermeer thinks that these terms have the same meaning so he categorizes them as the concept of “Skopos”. The Skopos usually refers to the purpose of the target text. (Nord, 2001:27-28).

Vermeer considers that any form of translation action, even translation itself, may be seen as an action. Any action has an aim or a purpose. The word Skopos is used as a technical term for the purpose of translation (Vermeer, 2000:173). He thinks that translation is a communicative action, the purpose of a translation justifies the translation process and the end justified the means (Nord, 2001:124). “From 1978 onward, both Reiss and particularly Vermeer have frequently postulated that as a general rule it must be the intended purpose of the target text that determines translation methods and strategies, and not the function of the source text” (Reiss&Vermeer 1984, cited by Nord, 2006:6). In other words, in the translation process, the choice of translation strategies and methods is determined by the Skopos or the purpose of the translation action.

When applying the Skopos rule to the translation process, the translator should translate in a way that enable his or her translation to function in the situation where it is used and with the people who want to use it precisely in the way they want it to function(Vermeer 1989:20).

### **3.2.2 Coherence rule**

The coherence rule refers to the “intratextual coherence” which means that a translation should be acceptable in a sense that it is coherent with the receiver’s situation. In other words, the receiver should be able to understand it; it should make sense in the communicative situation and culture in which it is received. It indicates that the target text should be acceptable, understandable and make sense in the communication process. So, the translated text is at least likely to be meaningful to the target receivers, namely, to be coherent with the receiver’s situation and thus to be understood by them. Only if the receiver or the target reader thinks that the target text is sufficiently coherent with the

situation, the target text can be regarded as successful (Nord, 2001:32).

### **3.2.3 Fidelity rule**

The fidelity rule concerns the relationship between the target text and the corresponding source text. Vermeer calls this relationship ‘fidelity’ or ‘intertextual coherence’. The important point is that intertextual coherence should exist between source and target text, while in the form it takes depends both on the translator’s interpretation of the source text and on the translation Skopos. One possible kind of intertextual coherence could be a maximally faithful imitation of the source text (Nord, 2001:32).

To sum up, the coherence rule emphasizes the intratextual coherence which requires that the target text should be understood by receivers and the fidelity rule concentrates on the intertextual coherence which requires that the target text should be faithful to the source text. Intertextual coherence is subordinated to intratextual coherence. Both the coherence rule and the fidelity rule are subordinated to the Skopos rule, and the fidelity rule is subordinated to the coherence rule. If the Skopos rule requires the target text to be different from the source text, the fidelity rule is no longer suitable. If the Skopos rule requires the target text to be incoherent, the intratextual coherence rule is no longer valid (Nord, 2001, 33).

In contrast to the traditional equivalent translation theories, Skopostheorie shows a translation which is oriented to the function and the social culture (Baker, 2004:35). PSA translation can take Skopos theory as a guideline, because it is also aimed at intended receivers. The target receivers need the type which is created in a target context for a target purpose. The translation of PSA is a purposeful activity, and the main purpose is to meet the receivers’ requirements. So this translation is target-oriented.

## Chapter 4 Textual Analysis of PSAs in *China Daily*

The English version of *China Daily* is a kind of national newspaper and it is the most comprehensive and influential English newspaper in China nowadays which was published in 1981. It is the first English medium in China for people who are in a higher educational position to choose and it is the only English newspaper in China to enter into the western mainstream society. *China Daily* is also the medium that hosts the most important international meetings in China. It is awarded the title ‘the English medium with the highest authority and credits in China’ by readers all over the world. So *China Daily* is the most important window for foreign people to know China well and vice versa.

As time went on, China has played more and more important role in the world. So many foreigners come to China and some of them even settle down. Among them, many like Chinese cultures very much and they are willing to know China better. To them, *China Daily* is a very significant and useful source of information. And the PSA in it is a good channel for them to get to know China’s politics, economy, culture and society. As we all know China is a very great country with long history and magnificent cultures. With the reform and opening up and the globalization of economy, China has played a more and more significant role in the world. China also wants to exhibit a newer and better image in the world. How to express some concepts or ideas through PSAs effectively? How to make foreign friends know China better? How to exhibit a positive image to all over the world? How to transfer our special and far-seeing concepts and ideas to foreign friends? How to find the solutions to these questions means a lot to translators in China. Because of the large circulation of *China Daily* and its significant position in the world, the PSAs in it can help us to realize the above functions. In order to transfer the cultural differences to foreign people appropriately and achieve the above functions successfully, we can use different translation strategies to reach our goals in the course of translation. So the English translations of these PSAs are extremely important in this respect.

## 4.1 Contents of PSA in *China Daily*

Different researchers make classifications of PSAs in different ways. Zhang Mingxin categorizes PSAs according to their senders, contents, media and effects. According to Professor Zhang, PSA can be divided into five categories in terms of content, that is, politics and policies, festivals, social civilization, health and social focuses (Zhang Mingxin, 2004:9). From the data the author collected, PSAs in *China Daily* can be classified into a lot of groups. Some are related to environmental protection in order to arouse the public's awareness of environment protection; Some are related to education programs with the purpose of offering the public some choices of education; Some are related to charity course hoping to call for some actions to help the poor and disabled; Some are related to hope project hoping to help and support people in poor and distant areas. The author collects 186 PSAs in *China Daily* from 2008 to 2013. To sum up, the PSAs in *China Daily* are mainly divided into four groups: eco-environmental protection, social education, great issues and charity. The classifications and percentages of them are showed in the following table.

Classifications and percentages of PSAs in *China Daily*

classification	Eco-environmental protection	Social education	Great issues	Charity	Others
percentage	30%(56)	22%(41)	27%(50)	12%(23)	9%(16)

### 4.1.1 Eco-environmental Protection

Environmental protection is a very important topic in PSA. From the data the author collected, about 30% of PSAs fall into the category of environmental protection. With the development of the economy and society, environment pollution is a big problem. If there is no good and harmonious environment, it will cause a series of bad problems to the human beings. At the same time, it will also hinder the development of the economy. In the long term, it can affect generations after generations. So how to arouse the public's

awareness of environmental protection is a big concern to all of us. This kind of PSA in *China Daily* calls for people no matter who are Chinese or foreigners to protect the environment, our universal globe. This also shows that China is a responsible country. Environmental protection is the same thing for people all over the world, so we must take action to protect our globe, our home. There are some examples of PSAs in environmental protection below.

**(1). *In China, WWF is protecting forest to safeguard a bluer sky.***

The above advertisement is made by WWF (World Wild Fund). It can be described like this: there is a picture of trees on the left and there are four birds flying through the sky in the middle. The sky is the shape of China with the sentence in the middle: “In China, WWF is protecting forest to safeguard a bluer sky”. On the right is the symbol, mission and contact information of WWF. This picture is taken from the bottom view which puts the surrounding trees in the background position and makes the central sky become salience. With the slogan in the ‘sky’, the whole meaning is very obvious: to give China a bluer sky and to protect the environment of China. The purpose of this public service advertisement is to arouse the awareness of people all over the world, especially Chinese people and foreign people living in China to pay much attention to the environmental protection. This PSA is very vivid and it also shows the purpose of the communication very clearly and accurately.

**(2). *Water is essential for humans and other life. Please save it!***

Water is limited nowadays for the whole world. There is a total of 1.386 billion cubic kilometers of water on earth covering 70.8% of the total surface. But only 2.5% is fresh water. About 0.26% of all fresh water is in rivers and lakes that can be used by people and life of the earth. Approximately one-seventh of people on the planet still lack access to



safe water. Let's save water, drop by drop.

This is a PSA of eco-environmental protection. From it, we can know that water is a very important necessity for human beings and other lives. If there is no water, there will be no lives. As time goes on, water resource is becoming less and less. The government also has taken measures to save water. But some people don't cherish water and they always waste water. It is often seen that some people waste water now and then. So how to improve the public's awareness of saving water is very important. On the one hand, this PSA urges people to act appropriately. On the other hand, this PSA also educates the public to form some good habits to save water drop by drop. The function of this PSA is quite clear that through this advertisement, it tells the readers the importance of water, and calls for the public to take measures to save water.

***(3) How many buildings are hidden in the haze and rain?***

***(4) Connect renewable power to the grid?***

Example (3) is also a PSA of environmental protection. The purpose of the PSA is to urge people to protect our earth, our planet. But only an interrogative sentence is used here to express this meaning. When people read this sentence for the first time, it is possible for them to think that it is only a simple interrogative sentence. But when they read this sentence very carefully, they will know the deep meaning under it. By using this special form, it doesn't mean asking the people the real numbers of the buildings, but it really means that through this special form, it can arouse the awareness of environmental protection of the people. Because of the curiosity, people can think about the underlined meanings of this sentence. It will make them to imagine a picture like this: there is a heavy fog and there are so many buildings among it. We can't see the buildings clearly. It leaves a very deep impression upon people. So this PSA has achieved its ultimate purpose: it tells us that the air pollution is very serious now, and this PSA calls for people to take action to protect our environment.

Example (4) is a PSA of an enterprise. Electricity generated by water, sun and wind is abundant in remote areas like mountains, deserts or far out at sea. ABB's leading power and automation technologies help renewable power to reach about 70 million people by integrating it into electrical grids, sometimes over vast distances. Our effort to harness renewable energy is making power networks smarter, and helping to protect the environment and fight climate change. This PSA is promoting a kind of concept of environmental protection. It calls for people to use some renewable energy.

#### 4.1.2 Social Education

Education is a very important topic in PSAs. There are 22% of PSAs belonging to this category. How to educate the public through PSAs? There are some PSAs related to educational programs in order to educate the public.

**(5) *Keep Away From the AIDS* 警惕新型毒品，关爱青少年健康，全国报刊禁毒防艾公益广告征集巡展专项行动**

In *China Daily*, there are some PSAs related to public service, such as anti-drug, anti-AIDS. The above PSA calls for the society to take measures to protect the young people from the damage of drugs. With the development of the society, some negative things are also brought into the society. AIDS are very serious in the world and nowadays it is difficult to find some effective medicine to settle this problem. It is a headache for the people all over the world. Now the teenagers are also the target of it. Young people especially the children, they are young and innocent. With some wrong kind of inducement or be influenced by their family background and social background, they are attracted by some negative things such as drugs and AIDS. So the function of this PSA is to make people concern these kinds of things in the society and make some efforts to protect children.

***(6)Keep away from the meadow, please.***

This is a PSA of social education which asks the public not to destroy the meadow. This PSA is related to the social education. By using this kind of PSA, *China Daily* announces some kind of concept and persuades the public not to do something. Nowadays the government calls for people to protect the meadow. This is also a kind of education. When people see this PSA, they know that they must protect the environment and then make some decisions to keeping away from it. We can't live a better life unless we protect our environment together. The purpose of it is to educate the public and arouse the awareness of environmental protection of people. Environmental protection is a great thing to every person and it is very closely related to our daily life. As we all know, the environmental pollution is increasing more and more serious, so it is necessary to educate the public. So this PSA has achieved two purposes. On the one hand, it calls for people to protect the environment. On the other hand, it educates the public. Through this PSA, the function of education is achieved successfully.

#### **4.1.3 Great issues**

This topic is very important. There are 27% of PSAs belonging to this category. Some important events are hosted by China, for example, in 2008, China had great honor to host the Olympic Games. But there are also some disasters occurred in China, for example, 2008 Wenchuan earthquake. In the following two parts, the author will illustrate this kind of PSAs from two aspects.

***(7).One world, one dream.***

This is a very famous PSA in 2008 Beijing Olympic Games. It is a very significant thing to China and Chinese people. In order to transfer the concept of Olympics and also exhibit Chinese magnificent cultures and history to people all over the world, so many

PSAs appeared to transfer some active concepts to people all over the world. It also showed that Chinese people are very friendly and brave and they love peace very much. They hope there will be a harmonious world and every person in this globe can live a happy and peaceful life. This is the hope of the Chinese people and it is also the dream to people all over the world. These PSAs also showed that China is a responsible country which exhibits a very positive and rightful image to the world. It was also a great event in Chinese history. The function of this slogan showed that Chinese people can promote the concept of Olympics 'higher, swifter and stronger' further and further. China is confident to host this great event successfully. From this PSA, people all over the world can ensure that China has the capability to host this event successfully. It also shows that China is a very responsible country and Chinese people love peace very much. The purpose of this PSA is to transfer a kind of concept. When the foreign people see this PSA for the first time, they have the feeling that this world is a big family and everyone is the part of it. Everyone can take part in this great event. And this also shows that Chinese people are very kind and hospitable and they love peace very much.

***(8)We are together!***

In 2008, there were also some natural disasters occurring in China. There was a very serious earthquake occurring in Wenchuan County, Sichuan province. So many people suffered from this calamity. So many people died and so many were homeless. At the beginning of this emergency, in order to arouse the feeling of people at home and abroad, PSA were appeared. This slogan is quite forceful. It shows that people from the other areas are willing to help people in earthquake areas, and will stay with them together. This PSA shows that China is a united country. Chinese people in different areas will love each other and will help each other through this disaster. When the foreign people see this, it also causes them to produce a feeling of concern and sympathy, and make them take action to help people in the earthquake area. The functions of this PSA are quite clear. On the one

hand, it is to people in earthquake area. At that urgent moment, so many people are injured and so many people are homeless. They suffer hunger, fear, illness, and so on. To them it is a sign of strong support and comfort. On the other hand, it is also the stimulation to people in other areas in China and the rest of the world. We hope that people who are full of sympathy all over the world can try their best to help the suffered people in the earthquake areas.

#### 4.1.4 Charity

##### *(9) Building Dreams for Children*

***Every child in China has basic social protection and welfare services. 2013 Child Welfare Awareness Week (May 30-June 3)***

This is a PSA of helping children, especially in some poor and remote areas of China. In *China Daily*, there are always some PSAs related to Charity with the purpose of stimulating the public to care for the children. There are 12% PSAs belonging to this category. It calls for the whole society to get together and guarantee the children's needs. Children are the hope and future of our motherland, so we must make efforts to protect them.

As something discussed above, PSAs in *China Daily* can be mainly divided into four groups according to the contents which are eco-environmental protection, social education, great festivals or events and charity. For eco-environment protection, PSA just calls for people to protection our environment and nature and advocate an efficient way of life. For social education, PSA mainly offers some valuable concepts of value and persuade people be far away from some bad things and behaviors. For example, cherish the lives and keep away drugs. This kind of PSA mainly calls for all kinds of groups to take part in it, for example, families, schools and the society work together and make some norms to some inappropriate and incorrect manners and behaviors. For example, respecting the old people and caring for the children. For great issues, PSA announces some kind of concept, for example, 2008 Beijing Olympic Games and 2010 World Expo. For charity, PSA hopes to

call for people to devote their love and friendliness. For example, people carry out some hope projects and care for the disabled people. Of course there are some other PSAs in *China Daily*, for example, some PSAs related to politics and policies. But they don't cover a large part of it in *China Daily*. So according to the numbers of them, the author divides them into above four categories.

## **4.2 Linguistic Features of PSA in *China Daily***

PSA is a special advertisement. In order to achieve the purposes of the PSAs, it is different from the commercial advertisement. In this part, linguistic features of PSA will be presented from three aspects: lexical features, sentential features and rhetorical features.

### **4.2.1 Lexical features**

In this part, lexical features of PSAs in *China Daily* will be presented below. The purposes of the PSAs are to arouse some certain awareness of the public and call for them to make action. So there are some lexical features in these PSAs.

#### **4.2.1.1 Use of evocative and persuasive words.**

The PSA needs to present messages featuring reasons why the audience should adopt the suggested action or avoid the proscribed behavior. The promoting approaches uses in persuasive PSA messages are generally accompanied by corresponding positive incentive appeals. Messages for high-involvement health practices tend to emphasize substantive incentives, presenting persuasive arguments supported to be credible messengers or evidence to move the audience through a lengthy hierarchy such as attention, attitude change, and action. A large proportion of messages in PSAs seek to use persuasive words to call upon the public to take action.

**(10) *No smoking!***

**(11) *No shouting!***

***(12) Please protect our environment!***

In these PSAs, there are some evocative and persuasive words, such as, ‘no’, ‘please’ which urge the public to do something or not to do something.

**4.2.1.2 Use of concise, short and plain words**

“Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph or unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all details and treat his subjects only in outline, but that every word counts.”

E.B.White

The esteemed American writer E.B.White once quoted the above statement from William Strunk Jr., one of his Cornell Professors. It means that brevity is very useful and appropriate to any kind of writing. So it is the case for PSAs. Some good advertisements always use concise sentences. Compared with complex sentences, simple sentences are more understandable and forceful. It will achieve better effect to use simple ones than compound ones, because the readers will get bored on reading complicated sentences. The sentences are mostly simple and short ones in active form which, to some extent, may dispel the receptor’s passive mind. Spoken words are commonly used in PSAs. They are familiar to the public who may feel it easy to memorize. Many of them often leave a deep impression upon readers. There are some examples below.

***(13) Better city, better life.***

***(14) New Beijing, New Olympics.***

***(15) I know I can.***

All these PSAs use some concise and simple words. It is very clear for the readers to understand these PSAs. The functions of these PSAs are achieved successfully.

**4.2.2 Sentential features**

In this part, the author will analyze the sentential structure of English PSAs. PSA has

some characteristics in the sentential structures. Among the PSAs in *China Daily*, it is often seen some simple sentences, interrogative sentences, imperative sentences and omitted sentences. The following part will illustrate the sentential structures from these aspects in details.

#### **4.2.2.1 Use of simple sentences**

The purpose of an advertisement is to transfer some specific information in a short period of time and at the same time to get the approval of the readers. Simple sentences are easy to understand and remember. When people see it, it is very clear for them to understand the meaning of the advertisement. So simple sentences are usually used in advertisement. It is also the case for PSAs in *China Daily*.

##### ***(16) Animals can't protect themselves!***

The above PSA shows that human beings must protect the animals. Facing the human beings, animals can't have enough abilities to protect themselves. If the children see this PSA, it is also very easy for them to remember and understand. This PSA is only a simple sentence, but it transfers the purpose very clearly and directly. There are some more examples below.

##### ***(17) The China Charity Federation welcomes donations from across the world!***

##### ***(18) Water is essential for human and other life.***

##### ***(19) Love is the Most Powerful Thing on the Planet!***

The above PSAs consist of simple sentences. People can know and understand the meanings very clearly when they see them for the first time. These PSAs are straightforward and simple and transfer the information or concept in a better way.

#### **4.2.2.2 Use of interrogative sentences**

In the PSAs in *China Daily*, there are a lot of interrogative sentences. Why are there so many interrogative sentences? The reason is that some characteristics of interrogative sentences meet the requirements of English advertisements. There are two functions of interrogative sentences: one is from psychological aspect and the other is from the linguistic aspect. From the aspect of psychology, interrogative sentences can make readers



accept the information freely and make them be part of it. From the linguistic aspect, interrogative sentences can reduce the difficulties of grammar understanding. There are some PSAs below.

**(20) *How many buildings are hidden in the haze and rain?***

**(21) *Where is your child?***

In the example (13), this is a PSA of environmental protection. This PSA doesn't express the meaning in a direct way. It just uses an interrogative sentence. It lets the readers make some imagination. By using the interrogative sentence, it will leave a deep impression upon the readers and make them think that they must try their best to protect the environment. It is more powerful than a direct expression. In the example (14), this PSA urges the parents in the swimming pool to pay more attention to their children.

#### **4.2.2.3 Use of imperative sentences**

There are no subjects but verbs and other elements in imperative sentences. It is an order or a requirement which urge people to do something or not to do something or persuade people. This purpose coincides with that of PSAs whose purposes are to urge the public to be aware of something. Look at the following PSAs.

**(22) *Help Save the Laptop!***

**(23) *Please save it!* 请节约用水!**

**(24) *Protecting Nature! (Science for a Better Life)* 保护大自然!**

**(25) *Walk for love!* 为爱行动-壹基金 2013 健行活动。**

**(26) *Keep away from drugs!***

The above five PSAs are imperative sentences. It is quite clear for us to understand the meaning of these PSAs. The first three PSAs urge people to cherish water and make some measures to protect our environment. Because water is too limited nowadays, if people don't save water, it will be exhausted one day. The other two PSAs are belonging to the category of social education calling for people to do something or not to do something. By using the imperative sentences, the purposes of PSAs are expressed very clearly.

#### 4.2.2.4 Use of omitted sentences

In *China Daily*, some PSAs are omitted sentences. Omitted sentence is quite simple and clear, and it expresses information in a unique way. These omitted sentences actually are not complete sentences, but they transfer the information very clearly.

(27)*Love of the earth. Water cellar for mothers.* 大地之爱, 母亲水窖。

(28)*Green China!* 绿动中国!

(29)*Lighten your carbon footprint, so he can make his...*

The above PSAs are omitted sentences. They express the meaning of PSAs very clearly and accurately.

#### 4.2.3 Rhetorical features

Rhetoric is the deliberate craft of communication that can help achieve a specific impact upon the audience. In a written context, rhetoric further suggests a focus on the style of form of communication-how something is said, and what is said.

At one time, figures of speech were mainly associated with poetry and poetic writing, where they still are most lavishly used. But now they can be found in any form of writing--prose, drama, scientific and other non-literary writing, and in advertisements. In fact, effective writing of any kind is seldom without a figure or two (Fong Cuihua, 1995:95). Rhetoric may serve several functions in PSA, such as attracting attention, generating a positive mood, or communicating the essence of a message in a fast and effective way. Moreover, the creative use of rhetoric in advertising may result in PSAs that are emotionally live, and intellectually appealing and memorable.

Good PSAs are characterized by beautiful rhetoric to win people's hearts and call on them to take actions. Rhetorical devices are used to make the PSAs more striking and effective, for they have the power to be vivid. A fresh, apt rhetorical device appeals to imagination, creates mental pictures and makes the slogan vivid, impressive and interesting.

##### 4.2.3.1 Alliteration

In Webster's *Third New International Dictionary*, alliteration is defined as “repetition usu. initially of a sound that is usu. a consonant in two or more neighboring words or syllables (as wild and woolly, threatening and throngs).”(Wen Jun, 1993:185) The use of alliteration makes a sentence sound harmonious. It also makes a sentence easy to read and memorize. It can form forceful effects which leaves a very deep impression upon readers (Wen Jun, 1993:188) Sometimes it works to create a funny as well as witty slogan. Cases of alliteration are illustrated as below:

(30)*If you drink, you can't drive.*

(31)*Better living, brighter future.*

In each of above PSAs, two words possess the same initial sound. They are, ‘drive’ and ‘drink’, ‘better’ and ‘brighter’. Moreover, when stress consonants are the same, obviously they form a perfect alliteration.

#### 4.2.3.2 Repetition

Repetition is a kind of figure of speech by using the repeated words or phrases or sentences. It is used to make emphasis on the meaning of something or to show forceful feelings (Wen Jun, 1993:212). The purpose of this figure of speech is to enforce the expression of the PSAs. There are some examples of PSAs by using the repetition below.

(32)*One world, one dream.*

(33)*Better city, better life.*

(34)*New Beijing, new Olympics*

In the above PSAs, some words are repeated. These expressions are quite forceful and vivid. These PSAs left a very deep impression upon the readers. They are such simple phrases, so it is very easy to read and understand them.

#### 4.2.3.3 Personification

In the advertisement, personification is a kind of rhetoric by imaging the products or things which have no affection or lives as a person who is full of affection and mind. This kind of rhetoric can be very close with the readers in affection, so that the readers can understand the information or the conception which PSAs express quickly and easily.

There is an example below.

**(35) *Save your environment's breath.***

This is a PSA of environmental protection. Here environment is regarded as a human being who can't breathe normally because of the serious air pollution. This PSA is very vivid by using the personification which can cause people to think about the environmental pollution deeply. The effect of this PSA can be reached successfully: call for people to take actions to protect our environment.

#### **4.2.3.4 Metaphor**

In *A Dictionary of Literary Terms*, metaphor is defined like this: metaphor, a figure of speech in which one thing is described in terms of another. It is the basic figure in poetry. A comparison is usually implicit; whereas in simile it is explicit (Wen Jun, 1993:10). There is an example below.

**(36) *Protect the earth's environment-the homeland of all mankind.***

This is a PSA of environmental protection. This PSA implies a metaphor. This PSA implies that earth's environment is the homeland of mankind. This expression is vivid and easy for readers to accept.

The above figures of speech are often used in the PSAs. The usage of them makes the PSAs very vivid, colorful, and easy to understand. By using these figures of speech, some kinds of good concepts can better transfer to the readers. So the purposes of PSAs can be better achieved.

### **4.3 Textual Structures of PSAs in *China Daily***

An excellent PSA must be designed to attract the public's attention at the first sight. American scholar E.S.Lewis once put forward **AIDA** principle: attention, interest, desire, and action. The aims of E.S.Lewis were the commercial advertisements and he intended to promote the sales of the commercial products and earn money as much as possible. The author of this thesis thinks that it is also the case for non-commercial advertisements,

including PSAs in *China Daily*.

According to Cui Gang (1993:23), there are six parts in a complete advertisement: headline, sub-headline, body copy, slogan, trademark, and illustration. Among them, headline, sub-headline and body copy is verbal part, and the rest are non-verbal part. Some other scholars made some different division. According to O'Guinn, Allen and Semennik (2004:9), the verbal content of advertisement is divided into three independent components: the headline, the sub-headline and the body part. The visual content is divided into three parts: illustration, design and layout. According to different divisions, we can see that a complete advertisement consists of at least two parts: the verbal part and the visual part. This thesis mainly makes research of PSAs language, so it focuses on the study of the verbal part of a PSA. It will be analyzed in details as below.

**Headline.** It shows the theme of PSA with a simple word or a short phrase or a concise sentence. It is usually put at the beginning of a PSA. Its purpose is to attract the customers' attention and try to persuade the audience to read the whole advertisement in details. But in *China Daily*, the PSAs always appear at the beginning or the bottoms of the newspaper. This shows that the PSAs in *China Daily* are not paid much attention to.

**Sub-headline.** It is the supplement description of the headline. Some important points or specific things are described. Sometimes, there is no a sub-headline in a PSA. In *China Daily*, the PSAs always don't have the sub-headline. It just depends.

**Body part.** It is the main part of a PSA. In this part, the advertisers will use all kinds of aesthetic manners to promote certain concept or ideas in order to attract the public to accept their ideas or arouse their awareness or persuade them to take actions. The author illustrates the main contents of PSAs in *China Daily* in the previous part.

**Slogan.** It is the theme of PSA. It is easily understood and remembered through phrases and sentences to promote a certain kind of concept and idea. It is usually the topic sentence of PSA. When people look at a PSA, they usually read the slogan first. This part impressed them very much. So this part is very important.

**Trademark.** It is the sign of a PSA. Sometimes, this part is not included in

announcement of a PSA.

**Illustration.** It is an important part of a PSA. Most PSAs attain illustrations. By using the illustrations, the PSA can express the theme vividly, meaningfully and clearly. It can leave a profound impression upon the audience. Some PSAs in *China Daily* also have some illustrations which leave a deep impression upon the readers. When the readers look at the PSAs, the illustration plays a very meaningful role in it.

During the course of collecting the data, the author finds that there are not many PSAs on each piece of *China Daily* on average. They are always printed at the beginning or the bottom of the newspaper. Although the roles of PSAs are obvious, it shows that PSAs in China are not paid much attention to.

## **Chapter 5 Translation Strategies of PSAs under the Guidance of Skopostheorie**

In the preceding chapter, the author makes a brief introduction of the background and three rules of Skopostheorie: skopos rule, coherence rule and fidelity rule. The Skopostheorie is a theory of purposeful action. In this theory, one of the most important factors determining the purpose of a translation is the addressee, who is the intended receiver or audience of the target text with their cultural-specific world-knowledge, their expectation and their communicative needs. Every translation is directed at an intended audience, since to translate means ‘to produce a text in a target setting for a target purpose and target addressees in target circumstances’ (Vermeer 1987: 29). In this part, the author will discuss the English translation strategies of PSAs in *China Daily*.

### **5.1 Translating for the Purposes of PSAs in the Target Culture**

The translation of PSA is a purposeful action whose aim is to promote some kind of concept or service to educate the public. During the course of translation, the target audience and target text are the most important part. Because translation of PSAs is target-text oriented according to Skopostheorie. In order to meet the needs of the target audience, that’s to say, in order to achieve our purposes, within the theoretical framework of the Skopostheorie, we can use translation strategies flexibly as long as they are appropriate. Skopostheorie can be a guide in the translation of PSAs.

#### **5.1.1 Function realization**

PSAs translation, as a way to publicize so many social problems and direct the public’s behaviors, plays a significant role in transferring culture and social values to foreign people who are not acquainted with Chinese. Through the translation of PSA, new communication interaction with the target culture receivers is established. Under the

guidance of Skopostheorie, PSA translation is considered as a skopos-constrained activity. Thus the skopos of PSA translation, as the most important rule in Skopostheorie has a direct relationship on ‘what to translate’, ‘translate for whom’, ‘why to translate’ and an influence on translation position and strategies (Xu Jun, 1998:49).

Venmer thinks that translation is not only a code-transferring course, but a kind of definite action. Each action has its own purpose, so every translation must be guided by the purposes of it (Nord, 2001:45). Before every translation activity, the translator must make clear of its purposes, that is, the function of it, otherwise it can’t be translated. Under the guidance of Skopostheorie, the translator must pay much attention to the target audience; especially to the functions of target text in the other culture. The translator can adopt any translation strategies according to the functions of target text which can be reached in target cultures. That is to say, according to the basic ideas of Skopostheorie, it is the function of target text that plays a key role during the generation of target text. It is not the source text in which ‘equivalence theory’ makes emphasis on. The function of target text is also the purpose. It is decided by the requirements of the translation initiator (Tan Zaixi, 255-256).

Translation of PSAs is a purposeful activity. Its main purpose is to persuade the target audience to accept a certain kind of concept or prevent them from doing something. In Chinese PSAs, it is inevitable to attain some cultural elements which foreign people are not familiar with. During the course of translation, the function of PSAs must be realized. So in order to realize these functions, the translator can use any translation strategies which are appropriate in the translation. During the course of the translation, if the functions of the source text are realized, it means that the translation is successful. For example:

**(1) Source text:** 感动常在佳能。(为绿色而行动)

**Target text:** Canon Delighting You Always. (Action for green)

This is a PSA of a company to promote the conception of environment protection. The purpose of action is for green. There are some differences between Chinese culture



and western culture. In order to adapt to the mainstream value of western culture, the translator uses 'delighting' instead of 'moving'. The western people cherish independence and personal feelings. The former word is more suitable than the latter one. The target text achieves the purpose of the translation. The function of the source text is realized.

### 5.1.2 Linguistic form change

Translation of PSAs in *China Daily* is a purposeful activity. As we all know, there are some culture conflicts between source culture and target culture. Every country has its own culture and history. As for China, she has long history and magnificent culture. There are so many differences between Chinese culture and the western cultures. Culture embodies so many things of a nation, such as customs, sense of value, ways of thinking, etc, so when we do translation activities, we must pay attention to these differences. In order to achieve the purpose or functions of the communication, during the course of the translation, the linguistic forms of the target text can be changed. Some words or phrases will be changed during the course of the translation, or the sequence of the sentences will be changed. For example:

**(2) Source text:** 城市让生活更美好。

**Target text:** Better city, better life.

The source text is a sentence, but the target text concludes only two phrases. They are the parallel phrases. They are quite simple and concise. The linguistic form is changed. But we all know the C-E translation achieves the purpose of the source text well. So during the translation, the linguistic forms are always changed.

## 5.2 English Translation Strategies of PSAs in *China Daily*

As the discussion before, the purposes or functions of PSAs are to arouse the attention of the public, to let people know the meaning it wants to express and make people be interested in some information and finally let the public to take action to meet

their own needs. Liu Miqing thinks that advertisement text must have the following roles: information, persuasion, maintenance, creating mass market and quality (Liu Miqing, 1998:56). That is to say, advertisement must have two functions: persuasive function and informative function. And informative function subordinates persuasive function. Because the purpose of the advertisement is not just offering information, but realize the persuasive function through offering the information. To PSA, it wants to persuade the public to accept a kind of concept or idea and then induce them to take action. In the following part, the author will discuss the English translation strategies of PSAs in *China Daily* from the perspective of Skopostheorie.

### 5.2.1 Literal translation

Literal translation refers to ‘transfer the grammar structure of source language into relatively familiar structure in the target language. But vocabulary is equivalently translated (Chen Dehong, Zhang Nanfeng, 2000:60-61). That’s to say, it will maintain the syntactical and rhetorical characters.

**(1) Source Text:** 同一个世界，同一个梦想。

**Target text:** One world, one dream.

2008 Olympic Games was hosted by China. It is a great event to China and also to the whole world. Hosting the Olympic Games is a meaningful thing for China and Chinese people. In order to transfer some positive concepts of Olympic Games and promote the Olympic spirits, a lot of PSAs are created. The above PSA is the slogan of 2008 Beijing Olympic Games. According to the analysis of language features of PSAs in *China Daily* of previous chapter, the target text uses some simple words or phrases. At the same time, it uses a kind of figure of speech: repetition. This slogan leaves a very deep impression upon foreign people. This slogan shows the unique and profound understanding of Chinese to this great event: hope and dream, peace and friendship, devotion and joy, anticipation and competition. It shows that China, the great people, who has long history, splendid culture, and love peace will walk firmly to the world and embrace the world. Through this slogan,

Chinese people also want to tell the dream to the people all over the world that we hope to create a peaceful and harmonious globe, our mutual homeland. This PSA calls for people all over the world to participate this great event and China also exhibits a good and positive image to the foreign people. The target text equals to the originated source text both in meaning and style, so under the guidance of Skopostheorie, it fulfills the coherence rule and fidelity rule. The foreign people can easily keep the two phrases with simple words in mind and take some actions. So it fulfills the skopos rule. As the Skopothetheorie illustrates, coherence rule emphasizes the intratextual coherence which requires that the target text should be understood by receivers and the fidelity rule concentrates on the intertextual coherence which requires that the target text should be faithful to the source text. Intertextual coherence is subordinated to intratextual coherence, but both the coherence rule and the fidelity rule are subordinated to the Skopos rule. If the Skopos rule requires the target text to be different from the source text, the fidelity rule is no longer suitable. If the Skopos rule requires the target text to be incoherent, the intratextual coherence rule is no longer valid. The above example is a good translation example which is accord with the three translation rules of Skopostheorie.

**(2) Source text:** 城市让生活更美好。

**Target text:** Better city, better life.

This is the slogan of 2010 World Expo. By using simple phrases ‘better city, better life’, it just shows a positive and prosperous picture to the foreign people. It illustrates a good concept that the mankind dreams to have much friendlier living environment and live a more comfortable life. This slogan truly shows the hopes and desires of the people to the development of future cities. This is the dream for people all over the world. It also shows a positive and active image of China and call for people to take part in this great event. The target text applies literal translation. It uses the simple English phrases instead of the sentences. At the same time, the target text uses a figure of speech: repetition. The content of target text is equal to that of the source text. And the expression ‘better city, better life’ is in conformity with the characteristics of English expression. Under the

guidance of Skopostheorie, the purpose of this PSA can be well achieved by using the simple phrases ‘better city, better life’.

**(3) Source text:** 我们在一起

**Target text:** We are together.

**(4) Source text:** 雅安，我们来了。

**Target text:** Ya'an, we are here.

The above two PSAs are from the earthquake relief. The former is from Wenchuan earthquake in 2008 and the latter is from Ya'an earthquake last year. So many people lost their lives during the earthquake and so many people are homeless. They struggle in bad living conditions. The above two target texts are common English on earthquake relief which express concern of Chinese people. It shows great concern to people in earthquake area. It is a great comfort for them psychologically. So many people coming from different parts of China go to the earthquake areas to help the suffered people out of trouble. It is well known that *China Daily* is very popular at home and abroad. When the foreign people read these PSAs, they know what happened in China quickly and know that China is a united country with so many people concerning about the natural disasters and devoting themselves to the harmony of society. These PSAs also stimulate foreign people to show their concern and give a hand to people in earthquake areas. It is true that many foreigners go to the earthquake areas to do some volunteer works. A lot of foreigners donate money and other materials to the suffered people in the name of themselves or the companies where they work in. So the purposes of these PSAs are well-achieved. Under the guidance of Skopostheorie, the target text must take the target readers into consideration. In these two PSAs, the skopos rule and the fidelity rule are achieved successfully.

In above PSAs examples in *China Daily*, there are no culture conflicts between ST and TT. So the strategy ‘literal translation’ is applicable in this circumstance.

### 5.2.2 Free translation

According to the *Longman Dictionary of Language Teaching and Applied Linguistics*,

free translation means a translation which reproduces the general meaning and intention of the original but which does not closely follow the grammar, style or organization. Free translation is opposite to literal translation. It often attains the contents and changes the form which allows the translator a certain kind of creation (Cheng Dehong, Zhang Nanfeng, 2000:60). This translation strategy is usually used for PSAs translation. This kind of translation is more preferable for the target audience because the translator wants to achieve the function of the PSA and he puts the target audience and target culture on the most important place. So it is target-language oriented. There are some examples of free translation below.

**(5) Source text:** 万众一心，众志成城，抗震救灾

**Target text:** *United as one, we determine to tide over the hard times.*

This slogan of PSA is also from Wenchuan earthquake. The first phrase isn't translated into 'one thousand people', because here it is not an exact number. This translation is a kind of free translation. When the foreign people read this slogan, they can know the determination of Chinese people to unite together and help those people out of trouble. If we translate it into 'one thousand people get together to...' it is very strange for the foreign people to read this kind of sentence. So in order to be conformity to the English usage, it uses the free translation strategy.

**(6) Source text:** 请拯救长江流域。

**Target text:** *Help save the Laptop.*

This is a PSA of environmental protection. As we all know, most of the world's laptops are made in the Yangtze River region. But the pressure of global demand has left the region's natural resources stretched and unable to cope. In partnership with the Chinese government, WWF helped create a sustainable development model for the region, which is home to the iconic giant panda, as well as some 480 million people. When the foreign people see it for the first time, they may be confused and then they want to know what it is. This English translation is a kind of free translation. It doesn't say Yangtze River directly, but puts forward this word 'laptop'. In order to call for people to protect

Yangtze River, the translator uses the word ‘laptop’ to attract the public attentions. If you want to save your laptop, please protect the environment first. So under the guidance of Skopostheorie, the purpose of this PSA is achieved.

**(7) Source text:** 爱护绿化, 爱护环境, 就是爱护自己。

**Target text:** Please protect the environment.

This is a PSA of environmental protection. In the Chinese version, the Chinese word ‘爱护’ is repeated for three times. This is very common in Chinese language. By using the word repeatedly, it just calls for people to pay more attention to environmental protection and take some actions together. But if we translate it literally, it may be strange to foreign people. So in this PSA, the translator uses the translation strategy: free translation. The target text is an imperative sentence: Please protect the environment. The purpose of this PSA is to call for people to protect the environment. When the foreign people see this, they are quite certain what they should do. The purpose of the source text is well achieved.

### 5.2.3 Adaptation

By adopting adaptation, translators can make some changes to the form and content of the source text. That is to say the translators can express the same opinions or ideas in better ways in order to make the translation more appropriate. Jia Wenbo (2004: 22) states that the translators have to keep the purposes of target text in mind and employ different translation strategies. The translator has the priority to decide what kind of information can be kept and what must be changed or adjusted according to the context. The concept of culture and value are deeply affected by different religious beliefs, social factors and historic factors, cultural background is very different between Chinese cultures and the western cultures. According to the Skopostheorie, in order to achieve the functions of target text, the author can use appropriate translation strategies freely.

**(8) Source text:** 动物同样需要关爱。

**Target text:** Animals need money too.

This is a PSA of protecting animals. This PSA shows some differences in cultures.

We know that there are quite different between Chinese culture and western culture. In China, we always value collectivism and pay much attention to harmony of the society. But in the western culture, people prefer individualism. The western people are always self-centered. They respect individuals and value the creativities of the individuals. There are also some different ideas and concepts in the money. Chinese people pay much attention to the humanistic care and they always show their affections indirectly. But for the westerners, they put money into a very important position. In this PSA, in order to meet the requirements' of the target audience, it uses the adaptation translation strategy. When the foreign people see this PSA, they are quite familiar with it and know it is call upon the people to take part in the activities to protect the animals.

**(9) Source text:** 感动常在佳能。(为绿色而行动)

**Target text:** Canon Delighting You Always. (Action for green)

This is a PSA of an enterprise for promoting the concept of environmental protection. In the translation the translator uses the word 'delighting' instead of the word 'moving'. Although the affection of moving is accordance with Chinese mainstream concept of value, the western people pay much attention to their own feelings. So in this example, in order to abide with westerners' psychological needs, the translator employs adaptation strategy to persuade the target audience to accept the concept of environmental protection. The differences in cultural background make the author use different translation strategies. So during the translation course, the translator doesn't adhere to the equivalence of the words. The translator must choose appropriate translation strategies in the definite cultural background according to the purposes of PSAs.

**(10) Source text:** 保护生态环境，造福子孙后代。

**Target text:** Leave a sound ecological environment to your children.

In the source text, “造福子孙后代” shows one of the characteristics of Chinese PSAs which always use some kinds of profound words to arouse the attention and enthusiasm of the public. The source text is in parallel phrases and shows the overwhelming significance and affects of environmental protection. But in the target text,

it changes the form of the source text. It just uses the verb phrase ‘leave something to somebody’. Moreover, in the English translation it doesn’t use the English equivalence ‘descendants’. As we well know that ‘descendants’ is a formal word. If we use this word in the target text, maybe the foreigners are unfamiliar with the expression. They will think that it is very strange. The purpose of the PSA can’t be achieved. According to Skopostheorie, in order to achieve the purpose of communication, we can use the flexible translation strategies as long as it is appropriate. So the word ‘children’ replaces the word ‘descendants’. If the PSA is translated into English like this: ‘protect the ecological environment, benefit the descendants’, the foreigners will feel very strange of it. In the target text, it uses the word ‘your’ to shorten the distance among the target audiences.

#### **5.2.4 Imitation**

Imitation is a special kind of translation strategy. To some extent, it is a kind of creative translation. By imitation, it means to transform the original text with the help of target expressions which are familiar to the target audience. The translator usually uses some popular phrases, poets, proverbs, sayings, etc, to make a successful translation.

**(11) Source text:** 问渠哪得清如许，唯有环保碧水来。

**Target text:** Greener environment, cleaner water.

The source text imitates from the ancient Chinese poet “问渠哪得清如许，为有源头活水来”。 This poem is written by Zhu Xi who was a very great philosopher in the Dynasty of South Song. The Chinese PSA is quite vivid and full of sense of beauty. It transfers the concept that we can’t get clear water unless we protect our eco-environment. But as we all know, Chinese culture is profound, magnificent and is very different from the western cultures, and few foreigners are familiar with the Chinese cultures, let alone the understanding of the ancient Chinese poets. In order to transfer the concept of environmental protection to the foreigners, we can’t translate it into English word by word. The target text ‘greener environment, cleaner water’ is very familiar with the slogan of 2008 Beijing Olympic Games ‘better city, better life’. As we all know that 2008 Beijing



Olympic Games is very successful, influential and far-reaching, and the concept of the slogan ‘better city, better life’ is also well-known to people all over the world. The target text by imitating this famous slogan can be easily understood by foreigners. The purpose of this PSA can be well-achieved.

**(12) Source text:** 用你的真心，换一世的真情。

**Target text:** Honesty is the best policy.

This is a PSA of advocating ‘honesty’. ‘Honesty’ is an important quality for a person. There are so many cheats existing in every corner of the society, so it is very significant for people to possess this good quality. The source text is full of warm and good words which are welcomed by Chinese readers. But if it is translated word by word, it doesn’t conform to the English usage. Foreigners will be unfamiliar with it. In order to achieve the purpose of this PSA, the translator uses this famous English Proverb which is very popular as the target text.

### 5.2.5 Concretization

By concretization, it means to make something abstract become definite. This can let the target readers understand the source culture better (Fong Qinghua, 2002:40). In order to achieve the purpose of communication, the kind of translation strategy can be used in PSA translation.

**(13) Source text:** 舒展身心，运筹帷幄，您在青岛的理想之选。

**Target text:** Your perfect business and leisure destination in Qingdao!

This PSA is from an enterprise promoting a concept of life style. Two words ‘business’ and ‘leisure’ are added to the target text. It makes the contents clearly and definite. It transfers some abstract things from Chinese into some definite things in English. In the source text, the four-word phrases are very familiar to Chinese readers. But if it is translated literally, the foreigners will be puzzled. In order to make foreign people understand these four-word phrases well, the translator adopts this translation strategy.

PSA is an important kind of advertisement, and the PSAs in *China Daily* are even

more important. *China Daily* is not only a channel for foreigners to get some information but also an important window for China to promote herself to the foreigners. In order to transfer some good concepts to the foreigners, PSAs in *China Daily* play very important roles. During the course of translation, the translator uses all kinds of translation strategies to achieve the purposes of the communication. From Chinese to English translation, Skopostheorie is feasible and appropriate.

## Chapter 6 Conclusion

In this part, the author will make a brief summary of this thesis and will talk something about the limitation of this thesis.

### 6.1 Findings of the Thesis

In this thesis, the author makes a comprehensive study on PSAs translation on *China Daily* by applying Skopostheorie. Under the guidance of this translation theory, the author makes a descriptive and explanatory analysis on some examples collected from *China Daily* since 2008. From the detailed analysis of PSAs examples in the previous chapter, the author finds that Skopostheorie translation strategy shed light on PSAs translation in *China Daily*.

As we all know that Skopostheorie focuses on the purposes of the TT in the target culture to the target readers, that is to say, it is target-oriented. This is almost the same with the rules of PSAs translation in which the purposes on the target receiver is a decisive factor to evaluate the quality of the translation. For PSAs translation, it is different from that of the commercial advertisement. According to the author's research, the author finds that the purposes of PSA in *China Daily* are to educate the public, to transfer some good concepts, such as, the concept of environmental protection, to arouse attention of the public, and to persuade the public not to do something. During the course of the translation, if the literal translation can't achieve these purposes, the translator can make some changes of the source text.

According to Skopostheorie, ST is deemed as an offer of information and analysis of ST is the starting point in the whole translation process. It means that every text is produced for a particular purpose and translation should serve the purpose. Skopostheorie emphasizes the function or Skopos of the target text, the text user and cultural background.

The author uses the descriptive method to analyze the contents, sentential structures,

textual structures and language features of PSAs in *China Daily*. By analyzing some translation examples, the author gets the following findings: translation of PSAs in *China Daily* is a purposeful activity. If there are no cultural conflicts between source text and target text, literal translation can be used; if there are some cultural conflicts between them, other translation strategies can be used, for example, free translation, adaptation, imitation, concretization, etc.

## **6.2 Limitation of this thesis**

In this thesis, the author analyzes the data within several years. There are some limitations in it. Firstly, this period of research time is not enough. If the scope of research time can be extended to 10 or 20 years, the research will be fruitful. Because of the problem of the time, it is impossible for the author to make an exhaustive research of PSAs in *China Daily*. Secondly, the analysis is not very deep.

In the future, the author will do further research from above two sides.

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