

Translation Techniques and Language Features of News English

Xinwen Cui

School of Foreign Languages and Literature, Shandong University, Jinan, Shandong, China
CXW593780062@163.com

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Abstract: The study on the translation skills and language characteristics of news in English is aimed at the accuracy and fluency problems in the translation of news in English. To solve these problems, the study adopts the text analysis method, randomly selects 20 papers from The Economist magazine between 2018 and 2023 for translation, and invites professional translators at home and abroad to review and evaluate the translation quality from three dimensions: grammatical accuracy, vocabulary selection and cultural adaptability. As a result of the study, the cultural adaptation average score in the English newspaper translation was 7.65 points, and the grammar and vocabulary selection score were 6.95 points. In the survey, 54% of readers have fully understood the content of the translation. In conclusion, it is necessary to pay attention to the cultural adaptability and the accuracy of language when translating the news into English, and to improve the quality of translation by adopting complex translation techniques and schemas, to improve the understanding of the reader, and to propagate the information effectively.

1. Introduction

Under the background of globalization, English news translations are not only language transformations but also bridges between culture and information propagation[1]. This requires accurate reading of the original intent while considering the cultural background and reading habits of the intended readers. The uniqueness of the news is in its current context and effectiveness, which requires that the translator maintain the current state of affairs and attraction while ensuring the accuracy of the information. But the challenge of English news translation is far beyond cultural differences and term translations. Therefore, the translation information requires not only strong language skills but also deep understanding and learning about the purpose culture and language. This can ensure the accuracy, timeliness and effective transmission of information and promote worldwide information flow and exchange[2].

This paper aims to explore the techniques and language features of news English translation, in order to help improve translation quality. To this end, this paper first reviews the previous research on news English translation in the literature and finds that although the existing research has achieved certain results in translation theory, translation strategy and cultural adaptability, there are still many problems in specific translation practice, such as the singleness of translation methods,

the neglect of news language characteristics and the ambiguity of translation quality evaluation standards. These problems limit the further improvement of the quality of news English translation. Therefore, the motivation of this paper is to explore a more scientific and effective news English translation method through empirical research to overcome the shortcomings of existing research.

This paper adopts the text analysis method, randomly selects 20 news papers from *The Economist magazine* in recent years as research samples, invites professional translators from home and abroad to translate them, and conducts a comprehensive evaluation of the translation quality from three dimensions: grammatical accuracy, vocabulary selection, and cultural adaptability. In addition, this paper also collects the target readers' understanding of the translated works through a survey of readers to further verify the translation quality. In the process of research, this paper not only focuses on the accuracy of the translation results, but also deeply analyzes the thinking mode and language conversion strategy in the translation process, in order to reveal the inherent laws of news English translation. This paper combines text analysis with reader surveys to conduct a comprehensive and in-depth evaluation of the quality of news English translation, providing a scientific basis for quality control and optimization of news English translation.

2. Related Works

With the acceleration of globalization, how to enable countries to communicate effectively across language barriers has become an urgent matter. Al-Awawdeh studied the influence of ideology on the translation of news headlines through descriptive methods and discourse analysis. He found that the translator would change the meaning and ideology of the text during the translation process, indicating that ideology plays a significant role in translation [3]. Tursunovich emphasized the importance of pragmatics and realism in art translation, providing a new thinking perspective for art translation [4]. Al-Khalafat used the Arabic-English parallel corpus to analyze the translation of culturally relevant expressions. He found that English has more words to translate than Arabic, but Arabic has a higher lexical density, so translators need to adopt a variety of strategies to translate [5]. Maier et al. evaluated the application of machine translation and multilingual dictionaries in topic modeling of multilingual document sets and found that both can produce effective results, but there are differences [6]. Shavkatovna explored methods to integrate task-based activities into English text translation to address language learning challenges. He proposed solutions that provide new ideas for educators and learners [7].

The above studies have made important progress in the field of news English translation, but there are also some shortcomings. Some studies did not provide specific cases or empirical research to support their views, nor did they explore the application effect of multilingual dictionaries in specific translation scenarios. Therefore, this paper focuses on the specific field of news English translation, and also comprehensively examines the two aspects of translation skills and language characteristics, aiming to comprehensively improve the translation quality and reader comprehension. Through in-depth research and empirical analysis, this paper is expected to provide more comprehensive and in-depth guidance for news English translation, so as to overcome the shortcomings of existing research and promote the further development of news English translation practice.

3. Methods

3.1 The Key Value of News Hot Word Translation Skills

3.1.1 Giving News Translation Vitality

In English news dissemination, the clever use of news hot word translation skills can present these hot words to foreign readers in a more vivid and specific way. Taking the term “Ant Tribe” as an example[8], through the clever combination of literal translation and news background, it not only allows foreign readers to glimpse the living conditions of a specific group in Chinese society through the window of the Internet, but also helps them to have a deeper understanding of the social phenomena and cultural connotations behind these hot words through this meaningful translation method. While striving to convey information accurately, journalists also take into full consideration the cognitive habits of foreign readers and make innovative translations, making English news more attractive due to these fresh and interesting translations of hot words, allowing readers to feel the collision and integration of different cultures while reading.

3.1.2 Promoting the Authenticity of News Dissemination

English news is an important bridge for my country to spread information abroad. The quality of its translation is directly related to whether foreign audiences can fully and truly understand Chinese society. Therefore, it is the responsibility of journalists to ensure the accuracy of news translation and make news dissemination closer to the facts. Through high-quality translation, foreign audiences can obtain the truth of the news through the Internet and other channels, and thus understand China from a more objective and comprehensive perspective.

3.1.3 Improving the Appeal of News to Audiences

In English news dissemination, flexible use of translation techniques of hot news words can significantly enhance the appeal to the audience. The purpose of English news reports is to enhance the international community's understanding of China's development and win the love and support of the audience. To this end, journalists need to conduct in-depth research on the characteristics of foreign audiences, and pay attention to both scientificity and interest when translating hot news words, so as to enhance the competitiveness of English news reports by improving the understanding and interests of foreign audiences.

3.1.4 Stimulating the Creativity of News Dissemination

Driven by the Internet, news audiences are no longer just receivers of information, but also disseminators and creators of news. Many news buzzwords are created spontaneously by netizens in discussions. While spreading news, netizens also actively participate in the translation of news buzzwords. This spontaneous translation behavior not only enriches the expression of modern culture, but also adds more creativity and humor to news dissemination. The literal English translations of some idioms have attracted much attention due to their interestingness, making the news more approachable and humorous.

3.2 The Impact of Cultural Differences between English and Chinese

There are significant differences in thinking patterns and expression methods between English and Chinese, and these differences profoundly affect the translation process of news English. In the construction of grammar, English shows a strict logical structure with its precise subject, predicate

and object sequence; in comparison, Chinese is more flexible and changeable. It does not stick to rigid grammatical rules, but pays more attention to the flow and communication of meaning between words.

English and Chinese have a slight difference in vocabulary selection. With the example of rice, the everyday meaning in the context of China is quite different from the meaning in British culture. This emphasizes that the translators need to ensure the accuracy and cultural consistency of translations, taking into account cultural sensitivities when translating to other languages. It should be noted that the flexibility of English props can make a rich context [9]. On the other hand, Chinese usually transmits a subtle meaning by precise word selection. The difference in culture is particularly remarkable when translating news into English. English culture emphasizes politeness and courtesy, while Chinese culture has its own unique way of expression. The national conditions, political system, customs and habits involved in news reports will have a direct impact on the communication of news content. Therefore, in translating the news, the translator must not only have a solid language base but also understand the difference between the two cultures and ensure the accuracy and fluency of the translation. To meet the needs of readers with different cultural backgrounds, the translator needs to understand the cultural background, reading habits, and interests of the target readers in the process of translation. In addition, it is necessary to adjust the translation style appropriately and increase the necessary basic knowledge to increase the correlation and readability of the translation. At the same time, the news translation must maintain the original documentary nature, objectivity and truthfulness, accurately convey information, avoid subjective assumptions, and ensure effective news transmission and uninhibited cross-cultural exchange. Verifying the key information in the news to ensure the accuracy of the translation is a basic requirement for news translation.

3.3 English Translation Skills and Strategies

When translating English, it is crucial to master certain skills and strategies. This can not only help the translator convey the meaning of the original text more accurately, but also make the translation more fluent and natural, and easier for readers of the target language to understand. Moreover, in the process of news English translation, special attention should be paid to the translation of professional vocabulary. This paper summarizes the process of news English translation skills, as shown in Figure 1.

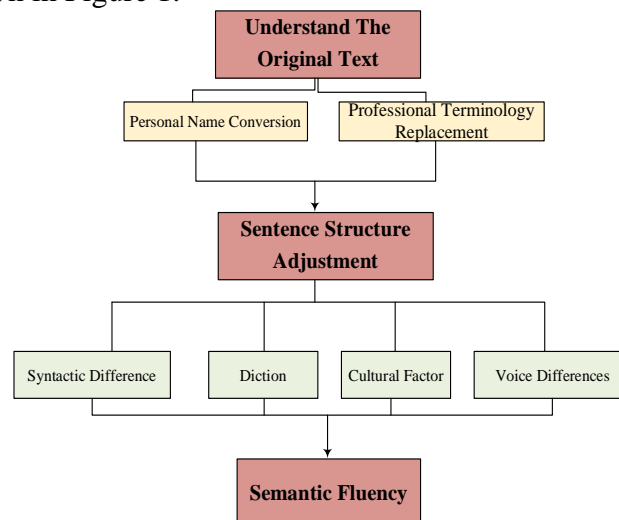


Figure 1: Technique flow in news English translation

3.3.1 Application of the Naturalization Translation Strategy

The naturalization translation strategy means that when translating an English text into Chinese, the translator will make adjustments based on the differences in habits between the two languages to ensure that the word order, logic and expression of the translation are close to the thinking and expression habits of Chinese readers, thereby transforming the English cultural background of the original text into a cultural context familiar to Chinese readers. This strategy requires the translator to have a deep understanding of the cultural differences, ways of thinking and values in the two language environments, and to naturalize the translation according to the reading needs of Chinese readers. In specific operations, the naturalization translation strategy is mainly reflected in the following two aspects:

One is the conversion of voice. There are obvious differences in the use of voice between Chinese and English. For example, Chinese tends to use active voice, emphasizing the doer of the action; while English may use passive voice more often, especially when the doer of the action is not important or does not need to be clearly stated. Second, when constructing sentences, English often uses the passive voice to highlight the action itself or the person being acted upon, while Chinese may focus more on hinting at the doer of the action through context or language, and sometimes even directly omit it.

3.3.2 Exploration of Contradictory Translation Strategies

The contradictory translation strategy is to compare and analyze the differences between the source language and the target language and take corresponding measures to resolve these differences. This strategy is particularly common in English translation, and is mainly reflected in the following aspects:

(1) Translation of cultural images

When there are certain English words that are rich in cultural images and there is no direct equivalent in Chinese, a free translation strategy can be adopted. For example, the English word “hobbyhorse” (a fantasy plan or an unrealistic idea) has no direct equivalent in Chinese, but it can be translated into “castles in the air” or “daydreams”[10] according to the context to accurately capture its cultural connotations.

(2) Restructuring of sentence structure

The sentence structure of English is nested, and the structure between clauses is complex; in contrast, the Chinese structure prefers to describe things in clear and short sentences. Therefore, in the translation process, the translator must carefully deconstruct and reorganize the long English sentences. By transforming the complex structure into concise expressions, the translation can keep the original information while being closer to the expression habits and aesthetic needs of Chinese readers. Such translations not only respect the original text, but also take into account the experience of Chinese readers.

(3) Interpretation of cultural background

Cultural differences are an unavoidable obstacle in translation practice. When faced with information from a unique cultural context, translators cannot simply translate it word for word, but must have a deep understanding of the cultural elements and skillfully translate them so that they are easily understood and retain their original meaning in the target language. Taking ‘Robin Hood’ as an example, a direct translation may not accurately convey the deeper meaning of English culture. Translators can therefore better convey the cultural meaning by adding explanatory text to convey the image of a hero who takes money from the rich and gives it to the poor [11].

(4) Flexibility in voice conversion

There are significant differences in preference between English and Chinese in the use of voice.

The passive voice is used relatively frequently in English, mainly to highlight the objectivity and neutrality of the action. However, in Chinese, people tend to use the active voice, mainly because Chinese focuses on expressing the initiative and agency of the agent. Therefore, during the translation process, the translator needs to flexibly adjust the voice to ensure that the translation not only accurately conveys the meaning of the original text, but also conforms to the habits of the target language to maintain the fluency of the translation. For example, when translating English passive sentences into Chinese, they can be appropriately converted into active sentences and the relationship between the subject and the verb can be adjusted to adapt to the expression habits of Chinese.

4. Results and Discussion

4.1 Feature Analysis

This study selected a certain number of issues of *The Economist magazine* each year from 2018 to 2023, totaling 260 issues. From these issues, all the professional terms that appeared were extracted. SpaCy was used to perform word frequency statistics on the extracted professional terms to obtain the number of occurrences of each word. Based on the word frequency statistics, common words with high frequency of occurrence were selected. The results are shown in Table 1.

Table 1: High-frequency English words in The Economist magazine

Categorisation	Vocabulary	Frequency
Political vocabulary	Politics	2047
	Government	1943
	Policy	4483
Economic vocabulary	Economy	2815
	Market	3151
	Growth	2692
Social category	Society	1500
	Community	1759
	Culture	2451
Technical vocabulary	Technology	1516
	Innovation	1994
	Research	1582
Disaster category	Disaster	239
	Earthquake	318
	Flood	224

By counting and analyzing the frequency of commonly used professional terms in *The Economist magazine*, we can understand the characteristics of vocabulary usage when the magazine reports on international political and economic events. For example, "market" has multiple meanings in English, including market, trading volume, marketing area, market mechanism, stock market and market as a noun, promotion, sale and trading as a verb, and market-determined as an adjective.

The analysis of syntactic and tense features plays an important role in news English. They not only affect the accuracy and clarity of news reports, but also directly affect the readers' understanding and acceptance of information. Therefore, this study further analyzes the features of syntax and tense, and the results are shown in Table 2.

Table 2: Syntactic and temporal feature analysis

Syntax features	Sentence structure	Effect	Utilisation statistics
Omission sentence	Omitting the subject, predicate, etc	Quickly transmit information	2360
Extended simple sentences	Add modifiers, clauses, etc	Provide detailed information	1879
Temporal features	Present tense	Create an objective atmosphere	2405
	Present progressive	Emphasize the tense of actions	2278
Sentence type	Active sentence structure	Emphasize the executor of the action	1719
	Passive voice	Emphasize the recipient of the action	2353

In news English, elliptical sentences and extended simple sentences are two common sentence structures for quickly conveying information and providing detailed information. Their flexible use ensures that news reports are both concise and informative. At the same time, in terms of tense, the present tense gives news reports objectivity and universality, while the present continuous tense enhances the appeal and persuasiveness of news reports by emphasizing the immediacy and sense of presence of the action. In addition, in terms of sentence types, active sentences and passive sentences also have their own unique expression effects. Active sentences make reports more direct and clear, while passive sentences are more often used to report objective facts or avoid subjectivity, thus maintaining the objectivity of news reports.

4.2 Cultural Differences and Translation Adaptability

The study analyzes the differences in thinking and expression between English and Chinese, and explores their impact on news English translation. It examines how to maintain the documentary, objectivity and authenticity of the original text in news English translation. The study randomly selected 20 papers from *The Economist magazine* from 2018 to 2023. The study translated these English manuscripts and then invited professional translators from home and abroad to review the translated papers. The evaluation was conducted from three perspectives: grammatical accuracy, vocabulary selection, and cultural adaptability. The results are shown in Figure 2.

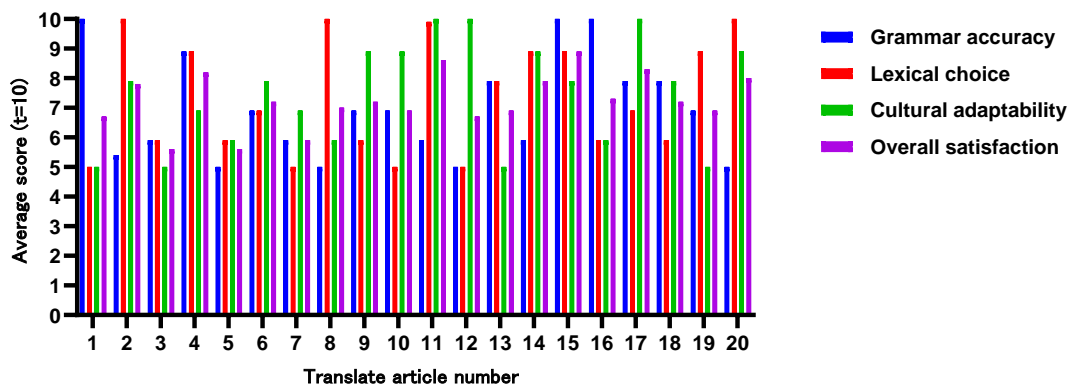


Figure 2: Experts' evaluation of their satisfaction with the translated works (out of 10)

According to the data in Figure 2, the translation quality varies in terms of grammatical accuracy, vocabulary selection and cultural adaptability. However, the overall translation scores are all above 5 points, and the average score is 7.24, which is an upper-middle level. At the same time, the average score of cultural adaptability (7.65) is higher than grammatical accuracy (6.95) and vocabulary selection (6.95), indicating that translators perform well in cultural adaptability, but there is still room for improvement.

In addition, the study also conducted a reader survey, providing the translated works to the target reader group and collecting their understanding deviations of the translated works. The specific results are shown in Figure 3.

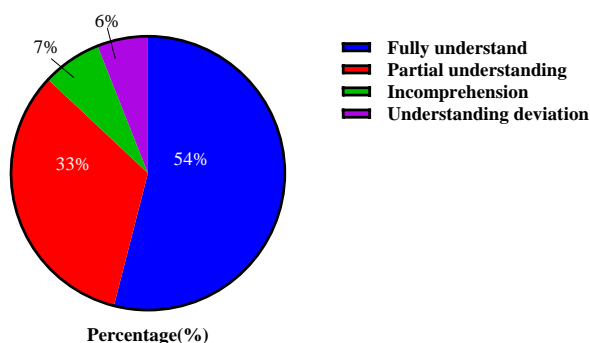


Figure 3: Survey on readers' understanding bias of translated works

According to the data in Figure 3, 54% of readers say they fully understand the translation, 33% say they partially understand it, 7% say they don't understand it, and another 6% believe there is a deviation in understanding. This proves that most readers can understand the translated works, but a certain proportion of readers still have comprehension barriers or deviations, suggesting that the translation work needs to be further optimized, especially in improving the accuracy, readability and cultural adaptability of the translation, so as to reduce readers' comprehension deviations and enhance the overall reading experience.

5. Conclusion

The conclusion of the study on news English translation skills and language characteristics points out that this study has summarized the main language characteristics and effective skills of news English translation through text analysis and reader surveys, including focusing on cultural background adaptability, accurately conveying news facts, and using a concise and clear language style. These findings not only reveal the inherent laws of news English translation, but also provide scientific basis for improving translation quality. At the same time, this study also found that cultural differences have a significant impact on the quality of news English translation and need to be fully considered in the translation process. However, this study also has certain limitations, such as the limited sample size and the subjectivity of the evaluation criteria. Future research can further expand the sample range and improve the evaluation system. Based on the results of this study, it is suggested that translators should pay more attention to understanding and adapting to the cultural background in news English translation, and flexibly use translation skills to ensure the accuracy and readability of the translation results. Compared with previous studies, this study provides new perspectives and references in translation quality assessment and translation strategies, which will help promote further development in the field of news English translation.

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