

Translation strategies of Domestication and Foreignization used in Network Catchwords

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Abstract: Domestication and foreignization are two strategies to deal with cultural factors in translation, which is presented by Venuti. Domestication refers to the translation strategy in which a transparent, fluent style is adopted in order to minimize the strangeness of the foreign text for target language readers, while foreignization designates the type of translation which tries to retain the foreignness of the original. Network catchwords are simple and new. They are creative. Translators should follow the basic translation principle of “foreignization is the main and domestication is the supplement” in the process of translating network catchwords.

1. Introduction

As the technology develops so fast, translation has become more and more important in our daily life. People now can communicate with people from different countries. Translation, thus, has become a critical part of people. Roman Jakobson has developed three categories of translation, which are translation of intralingual, interlingual and intersemiotic. This essay focuses on discussing interlingual translation strategies of domestication and foreignization used in network catchword. In this way, people can make much easier when talking with people from different countries. Nowadays, the world has become a world town because of translation.

2. Overviews of Domestication and Foreignization

Translation has developed gradually with different opinions presented by different scholars. Before Venuti developed strategies of domestication and foreignization, many scholars have discussed translation theories. Horace and Cicero have discussed the usage of word for word and sense for sense. Cicero has said that “And I did not translate them as an interpreter, but as an orator, keeping the same ideas and forms, or as one might say, the ‘figures’ of thought, but in language which conforms to our usage. And in so doing, I did not hold it necessary to render word for word, but I preserved the general style and force of the language.” (Munday,2016) Cicero agreed with the

usage of sense for sense. St. Jerome has a different opinion, he thought it was necessary to use the strategy of word for word when translating Holy Scripture. Then, Nida has developed the concept of equivalence in translation, which were formal equivalence and functional equivalence. Many people would think this idea is the same as literal translation and free translation. After that, the scholar from German, named Schleiermacher, was the representative of naturalizing and alienating. Naturalizing helps to close to the target text, while alienating aims to close to the source text. Finally, Venuti has developed domestication and foreignization.

2.1 The Definition of Domestication and Foreignization

Feng has said that cultural differences are factors that formed concepts of domestication and foreignization. (Feng,2019) Domestication and foreignization and are two strategies to deal with cultural factors in translation. Domestication refers to the translation strategy in which a transparent, fluent style is adopted in order to minimize the strangeness of the foreign text for target language readers, while foreignization designates the type of translation which tries to retain the foreignness of the original, which emphasis on retaining the cultural flavors of the source language and enables the reader to have an alien reading experience, thus developing the reader's awareness of cultural differences. Huang thought that the purpose of demystifying the transparency, making the translator more visible, and resisting the cultural hegemony brought by fluent translator. (Huang,2020) Domestication is target-language-culture-oriented, which means replacing the English cultural-loaded expression by its Chinese equivalence, and which maybe similar in form and same in meaning or different in form but same in meaning, while foreignization is source-language-culture-oriented. It should be paid much attention that many English and Chinese expressions may seem similar, but they are actually 'false friend' and are different in meaning.

2.2 The Development of Domestication and Foreignization

The development of domestication and foreignization has developed from different scholars. Both domesticate and foreign scholars have discussed this, but they used different terms before these terms become the "domestication" and "foreignization". In China, some suggested using "literal translation". While others, such as Guomoru, proposed "free translation". In the western countries, Cicero has provided "word for word" and "sense and sense" when doing translation. He said that when doing translation, he wanted to be an orator instead of the translation. He supported translation of "sense for sense". Another scholar, St. Jerome, who recommended using translation of "word for word" when translating the Bible, and using translation of "sense for sense" when translating literary. The German scholar, Schleiermacher has represented naturalizing and alienating. The former one focuses on translating, which is prone to the target culture. The latter one, however, is more likely to close to the source culture. For Schleiermacher, he was more agreed with the latter one than the former one. Because he thought that the target language needed to be enlarged and people should know about the source culture. Eugene Nida, one of the founders of modern translation theory, advocates domestication. He believes that the relationship between the target recipient and the target information should be basically the same as that between the source recipient and the source information. (Nida,1991) However, Venuti agreed with foreignization, which helps to enlarge the cultural background for people to know about the culture of source language. It is common that people use words of "kafei", "shafa", "typhoon" nowadays because of globalization. "Kafei" means "coffee", and "shafa" means "sofa" in English, which uses the

strategy of foreignization. Borrowing is a good way for translation when there is no equivalence in the target language. “Typhoon” means “taifeng” in Chinese, and this is also the usage of domestication. Chinese culture also developed in other countries, as some Chinese translations are recorded in the Oxford Dictionary, such as “dama”, “baozi”.

2.2.1 Opinions in West

Eugene Nida, advocates domestication. He believes that the relationship between the target recipient and the target information should be basically the same as that between the source recipient and the source information. Lawrence Venuti, who first coined the two terms: domesticating and foreignizing translation in his influential book *The Translator's Invisibility*. In his view, foreignization entails choosing a foreign text and developing a translation method along lines with which are excluded by dominant cultural values.

2.2.2 Opinions in China

In the 1930s, as Lu Xun, a famous Chinese writer and thinker, said, absorbing foreign language features can effectively liberate and reshape China. It can be seen that domestication is based on the familiar way of thinking and language habits of the target readers, to internalize foreign texts; foreignization, on the contrary, aims to retain the linguistic features of the source text, and it is a kind of cultural input and cultural exchange. Both translation strategies will have an important impact on the target audience.

2.3 Advantages and Disadvantages of Foreignization and Domestication

The translator's choice of translation strategy in the process of translation is influenced by many factors, such as translation intention, translation function, readers' acceptance and various limitations of translation. Because both foreignization and domestication have their own sides, we should dialectically treat them when we do translation. Foreignization is faithful to the original and has the advantage of enriching the target language culture. To some extent, extremely foreignization deviates from the original intention of cultural exchange, and fails to effectively transmit the culture of the source language. It makes difficult for target readers to understand, so that lose interest in the text or even the culture. However, it is necessary for readers to learn about other countries' cultures, and this is also the reason readers choose to read related versions. Translation is a good method of promoting cross-cultural communication, which means that domestication can be adopted. Domestication can ignore foreign cultural factors, thus helping readers to easier understand the translation of the original. Domesticating method can make the target readers more easily accept the author's meaning, but it adds the cultural style of the target language, which also eliminates the linguistic and sociocultural characteristics of the ST.

3. Two Strategies used in Network Catchwords

3.1 The Definition of Network Catchwords

Chen thought that network catchwords were popular words used online, which were presented by news or some popular events. Network catchwords have an impact on society and help to attract attention from people. There are four characteristics for network catchwords. Network catchwords are fast, expansive with multiple numbers and without fixed meaning at some time. The first

character means that the network catchwords can spread very fast. It can spread fast in some ranks of popular applications, such as Weibo, Zhihu etc. Secondly, for its expansive ranges, which mean that network catchwords include many social lives. These network catchwords may include the expression of feelings, or they are representatives of some signs. Their casualness means that these words were made by people casually. People may think about some popular things and these words were made to express their feelings. Lastly, it's multiple types. Sometimes, these words just like imitation, which is presented by John Dryden. However, network catchwords are not translation. Here, catchwords can use the same form to make the same words at some degree. Sometimes, when people say "Wo ye shi zui le", then later, they may use the same words "zui le" into another sentence.

3.2 Examples of Domestication

Example 1: Jue jue zi

Translated version: awesome

This word is used to express the feeling of great or awesome. In China, young people like to add "子" in order to express their cuteness. The usage of republication is used to express girl's curtness. The Chinese word "Jue jue" is a good example. "Jue jue zi" often could be used in some TV shows and young people like to imitate this word.

Example 2: Wo bu li jie

Translated version: I can't understand

In English, they are many synonyms. In China, there are many characters which have the same Pinyin. For example, "li jie" has the same pronunciation with "li jie". Both of them are pronounced as "li jie" in Chinese. The reason it becomes popular is that people want to have a fun when communicating with others. Making relax environment is great for young people. The usage of these catchwords, sometimes, is like the usage of pun. In English, "night" has the same pronunciation as "knight".

Example 3: She si

Translated version: social death

The meaning of this word is that people do something very embarrassingly in public. They feel extremely embarrassed. They hope that at that time, they can find a hole to drill in. For example, when you go shopping, you call someone wrongly. You thought her is your friend, but you just make a mistake. At this time, you may have the feeling of "She si". People translate it as "social death" to express the same embarrassment. Even though some experts, such as Orlando Patterson, use "social death" to explain, people were ignored or secluded by others. Today, people should know its true meaning based on context.

Example 4: Nei juan

Translated version: involution

"Nei juan" aims to express the competition nowadays. Chinese students become more and more busy because of competition. They have to take the exam to find the job or acquire the degree. The employment becomes competitive because of the Covid-19. The situation, that many people acquire only one job by taking exam, is common in China. Some people graduate from 985 or 211 university start to take the exam for teacher vacant. Others become more and more competitive because of the current situation. It is translated as "involution" which could date back to 1963. The expert has used this word into the field of agriculture.

3.3 Examples of Foreignization

Example 1: Bu zuo si jiu bu hui si

Translated version: No zuo no die

The meaning of this one mean that if you do not do something stupid, you will be fine. The translated version is recorded by Urban Dictionary. “If you do something or say some words that let me don’t like you or make me angry, and the thing or your expression is always funny, but it’s superfluous and make other people don’t like you” is explained by this dictionary. The Chinglish one is “no zuo no die”. People in other countries must be confused about this one. When doing translation, sematic translation should be added in order to help people understand.

Example 2: Ni xing ni shang

Translated version: You can you up

“If you say someone should put up or shut up, you mean that they should either take action in order to do what they have been talking about, or stop talking about it” is the explanation of this phrase. The complete sentence is “Ni xing ni shang, bu xing bie BB”. It aims to let people control their own business. In this situation, “shut up” may be more appropriate which avoid ambiguity.

Example 3: Tang ping

Translated version: tangping

BBC news has reported this word before, which aims to highlight pressures of work culture. It was recorded in Urban Dictionary. In Chinese, “tang ping” means that people give up fighting a better life like they used to do. They are familiar with the society and competition. They just want to find inner peace. This word becomes more popular because of competition brought by people. In China, people have to take different exams for jobs or their degrees for education. They gradually become tired. People, especially those young people, they start to use this word to express their feelings. Even sometimes thought, it looks like a way of giving up the recent situation. The translation version may be confused for foreigners, but they may know about the culture of China more quickly.

4. Conclusion

In conclusion, in the actual translation process, the two strategies should complement and contain each other dialectically. From the reader's side, foreignization can meet the psychological needs of the reader when reading foreign works. Domestication help TT readers better experience same feelings of original readers. From the perspective of cultural exchanges, foreignization is more conducive to the deepening of understanding among various ethnic groups. Domestication dissolves cross-cultural conflicts, provides a broader space for translators to better understand the source language, and achieves the best effect of cross-cultural communication.

All in all, network catchwords are simple and new. They are creative, which may not accordance with the way of expression. Translating these words becomes more and more difficult. Using domestication or foreignization starts to trick people. Translators should not be constraint by these words, the purpose of translating is to reduce the differences between two countries and let more people to know about the culture to expand cultural exchanges.

When doing translation, people should firstly consider the strategy of domestication which aims to express the same meaning. In this way, people can understand these network catchwords. If there are not the same pairs between Chinese and English, foreignization is a good way for people to understand. Using literal translation or alliteration to keep the foreigner flavors and make them to

feel the Chinese culture. Foreignization and domestication are two strategies used in translation. When doing translation, people can combine them or chose one of them. They should not be two contrary sides. However, they should be combined. Balancing two strategies when using these two strategies. Translators should follow the basic translation principle of “foreignization is the main and domestication is the supplement” in the process of translating network catchwords. We should not exaggerate their differences unilaterally, but should see their identity and adopt the most appropriate translation strategies according to the specific translation purposes.

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