

Application of J.House Translation Quality Assessment Model in Corporation's Web Page Translation

Cong Liu*, Caihong Xie, Hongli He, Yanning Zhu, Juan Li, Chunfu Zhang

Department of Foreign Language, Hengyang Normal University, Hengyang City, China

**Corresponding author*

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Abstract: Translation quality has long been the focuses of translation studies, theoretical or practical. J.House's translation quality assessment (TQA) model is formed on the basis of professional theories with a complete parameter system, which is able to be performed in certain procedures, combining quantitative method suitably. And corporation's web page translation plays an increasingly important role in international trade with global economic integration. This paper applies House's translation theories in the corporation's web page translation, makes a comparative analysis of the original texts and the translated texts extracted from corporations' web page from the field, tenor and mode, based on which, the corporation's web page translation quality assessment can be conducted to facilitate the healthy and rapid development of web page translation market.

1. Introduction

Corporation's web page translation plays an increasingly important role in international trade with global economic integration. However, at present, there is not much research on the quality assessment of business translation in China and the general theoretical research on translation quality assessment mainly focuses on the translation of literary works.

Traditional translation criterion is usually based on translator's own experience and therefore it's difficult to avoid its vagueness and idealization. House constructs a TQA model according to register an analysis of Halliday. He gave an introduction to four levels of parameters, language / text, register, genre, and function. His model focuses on "mismatches" and "errors" of translation versions and aims to offer translation quality evaluation by means of comparative analysis of source text and target text. Original House's model has been revised later. The model revised is the development of the original one. It not only includes earlier categories, but also absorbs some new concepts such as overt translation and covert translation, which is of great help to research TQA.

This paper analyzes the characteristics of corporation's web page translation and applies House's translation theories in the corporation's web page translation, based on which, an evaluation system to control the quality of business translation can be established to facilitate the healthy and rapid development of business translation market.

2. House's Model for Translation Quality Assessment

The evolution of House's model for TQA has experienced three periods. In 1977, House put forward the original model, which was the first model for TQA with a theoretical basis and an operable scheme for analyzing and comparing original and translation texts. Then based on the results of test cases, House put forward the revised model in 1997, with a translation typology and a notion of cultural filter proposed. Seventeen years later, combining research fruits of other disciplines with translation quality assessment, House put forward a newly updated model, which had revised the former one on the parameter setting and the operation scheme.

2.1 The Original Model

House bases the original model theoretically on Halliday's systemic functional linguistics, pragmatic theory, register theory, stylistics and discourse analysis. According to House, translation aims to remain linguistic meaning between two different languages. And there are three aspects of meaning: semantic, pragmatic and textual aspect. House's original model is to observe whether or to which degree the translation is equivalent to the original on the three aspects. Thus, the original model is also based on the concept of equivalence.

House believes that equivalence is the core concept of translation theory and is the conceptual basis of translation question assessment (TQA), which could be seen from her definition of translation and her description of an adequate translation. She states that "translation is the replacement of a text in the source language by semantically and pragmatically equivalent text in the target language [1]". And she also points out that "an adequate translation text is a pragmatically and semantically equivalent one" and that "equivalence is the conceptual basis of translation quality assessment [2]".

For the purpose of constructing a model for assessment of translation, House came up with the following model:

① Dimensions of Language User

1) Geographical Origin

2) Social Class

3) Time

② Dimensions of Language Use

1) Medium: simple/complex

2) Participation: simple/complex

3) Social Role Relationship

4) Social Attitude

5) Province

Parameters in section A are designed to analyze language users. In terms of geographical origin, it aims to see whether the author, i.e. the language user speaks regional dialect or not [3]. Social class refers to the author's social position and time refers to the author's temporal provenance. As far as medium is concerned, it is considered as simple where language stays within one mode like "spoken to be heard" or "written to be read". While those texts combined spoken mode with written mode are considered as complex in the dimension of medium [4].

2.2 The Revised Model

In the revised model, which shares the same theoretical basis and definitions of translation and textual function with the original one, the classic Halliday register concepts of Field, Mode and Tenor are used [5].

As we can see that some parameters of the revised model are the same as that of the original one,

such as social role relationship, social attitude, medium and participation included. Thus this part does not describe them again. The dimension of Field captures the topic, the content of the text or its subject matter. Tenor refers to the relationship between the addresser and the addressees, the addresser's, i.e. the author's temporal, geographical and social provenance as well as his or her intellectual and emotional stance [6].

Included here are the text producer's temporal, geographical and social provenance as well as his intellectual, emotional or affective stance. It is worth noting that in the revised model, the concept of Genre is adopted into the analysis scheme. According to House, although the context of the original and the relationship between them are analyzed in register analysis (Field, Tenor, Mode), the analyses from such a micro perspective are linguistically limited [7]. So as to capture textual structures, the concept of genre, which links the text with its linguistic and cultural context, is required. Thus TQA could be conducted from macro and micro perspectives in the meantime.

Based on empirical work with the original model, House proposed a basic division into two major translation types: overt translation and covert translation. House defined overt translation as one in which there is no direct address of the addressees because of its historical uniqueness. And a covert translation is a translation which enjoys the status of an original original in the target culture [8].

2.3 The Newly Revised Model

Taking cognizance of research in the areas of contrastive pragmatics as well as globalization and corpus studies, House modifies the revised model in the dimensions of Field, Tenor and Mode and proposed the newly revised model. These modifications are the results of extensive work with the former model, in which an unnecessary overlap are found along dimensions of Field, Tenor and Mode. Therefore, in the newly revised model, within the dimension of Field the analysis now is conducted only on lexis and Halliday three process types, material, mental and relational process are included. Under the dimension of Tenor, only lexical and syntactic choices are examined along the subcategories of Stance, Social Role Relationship, Social Attitude and Participation. And along Mode, the analysis will focus on Medium and Connectivity (Coherence and Cohesion) [9].

As far as the newly revised model is concerned, only the three primary process types are adopted to analyze the field: material process, mental process, relation process [10].

3. Application of House's Model on TQA in Business Translation

There having a good understanding of House's model on TQA, this paper aims to apply this model in business translation.

3.1 Analysis of the Text (Field, Tenor, Mode, Genre)

The original is Business text. According to classification of texts, business text mainly belongs to information text, which has certain purpose and function. This paper takes Digital Business and E-Commerce Management as the original text for analysis.

Lexical means

At lexical level, business English texts mainly display the following characteristics of simple words, technical terms, abbreviation, repetition, capitalization, loan words, variability of words' meaning as well as some neologisms and slang.

Syntactical means

The outstanding feature at syntactic level is employing of concise sentences. Concise sentences are useful for transmitting business information and play an essential role in a business context. Another feature at syntactic level is abundance of formulas. Businessmen have established many

polite formulas by popular usage. There polite formulas have been accepted through common practice.

Textual means

At textual level, business English context often employs the cohesive devices of grammatical devices, lexical cohesion, and logic connectors. Meanwhile, In order to achieve precision and clarity, they tend to use parallel structures. Conjunctive adverbs and subordinating conjunctions, as logical connectors are frequently used to show the logical relationship between clauses. Usually, it is not common to use rhetorical devices in business English context.

3.2 Comparison of the Original and the Translation

Analysis of the translation and the comparison of translation and original texts can be conducted from the following dimensions.

①Field:

(1) Some synonyms or near synonyms were not translated accurately. For Instance: made and entered into≠da cheng; terms and conditions≠tiao jian; accept and assume≠jie shou.

(2) Some words were translated improperly.

Advertising materials should not be translated into “guang gao zi liao”, rather it should be translated into “xuan chuang zi liao”; “customer” should not be “gu ke” rather should be “ke hu”. “zi xun xi tong” should not be “Advisory System” but “Consultation System”, “guan li wai bao” should not be translated into “Managed Outsourcing” but “Management Outsourcing”, “yi ren wei ben, yi ke hu wei zhong xin” should not be “People oriented, centering on customers with stability” but “Human-oriented, Customer-centered”, “yi ti shi chu fang” should not be “whole kitchen” but “integrated kitchen”.

②Tenor

(1) Author’s Personal Stance:

Original: Yan ge an zhao yong liang yong fa fu yong, fu yong san tian zheng zhuang wu fa huan jie, ying ji shi ting yao qu yi yuan jiu zhen.

Translation: The medicine should be taken in strict accordance with the usage and dosage, and if there is no remission of symptoms after three days of taking the pills, you should discontinue the medicine and consult a doctor immediately.

The translation text use “if” to introduce an adverbial clause of condition, “if” represents a conjecture about something, expressing manufacturer’s prudence in wording, taking into account the patient’s as much as possible. It not only shows that the manufacturers give patients the right to be told the truth, but also is a language strategy to exempt from liability, and such a usage is similar to the use of other modal verbs in the original text.

(2) Social Role Relationship

The less use of big or more formal words in translation. for example, the archaic words are translated in translation: herein; hereafter, hereby.

③Mode

Original: yong yu shu shi gan mao, fa re wu han, tou shen teng tong, ou tu er xin, chang ming fu zhang, she tai bai ni, mai xiang ru huan zhe.

Translation: Used to treat heat dampness, fever and aversion to cold, headache and body pain, vomiting, and relieve the symptoms of chest distress, abdominal distention and pain, diarrhea, borborygmus, spleen deficiency, loss of appetite, white tongue coating and bradycardia.

The four-character words in the original text are translated into plain English, and the verb “treat”, “relieve” are added into the translation to make make the translation text more acceptable to foreign consumers. Thus, the translation is consistent with the original language in the aspect of mode.

3.3 Statement of Quality

An analysis of the original and the translated texts has shown that a serious of mismatches along the dimensions of field, dimensions of tenor and dimensions of mode, and a resulting change of ideational component, the ideational component were detracted and the transmission of information were changed by a serious of overt errors.

On Field the transmission of some words is affected through some technical words and mistranslation of many words and phrases. Consequently, the quality of the translated version has been reduced slightly.

In short, the ideational of text and the components of interpersonal functional remain resulting in a mainly comparable function of translation to a certain degree. Namely, it is an overt translation that the reader has the opportunity to obtain free access to the original.

4. Conclusions

With the accelerated development of global economic integration and the prosperity of international trade, the business translation market has expanded rapidly and will continue to enrich. High quality corporation web page translation help to promote business cooperation, economic development and harmonious international relations. This paper analyzes the characteristics of corporation web page translation and applies House's translation theories in the corporations' web-page translation. And this research shows that register is an important indicator to measure the quality of translation, to ensure the quality of translation, it is necessary to ensure the equal presentation of the three elements of register in the translation. Therefore, an in-depth analysis of the original texts' register should be conducted in the corporation web page translation, which can help to achieve accurate and standardized translation, and ultimately improve the quality of translation.

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