

Study of the Translation of News and Its Effects from the Perspective of Communication Studies

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Abstract: With the further development of globalization, cross-cultural communication has become more and more important between countries. As an important form of cross-cultural communication, the quality of translated news directly affects the effect of communication. Therefore, this paper will discuss the translation of news and its communication effect from the perspective of communication studies.

Key words: The translation of news; Cross-cultural communication; communication effect; Influencing factors

I. The Transmission Modes of Translated News

The communication mode of translated news involves many links, which are interrelated and influence each other, and constitute the whole process of news translation. The production of source language news is the basis of translated news. News organizations or journalists need to collect, write and edit relevant events according to news value and social needs to form news manuscripts. Secondly, the translation of source language news is the key. The translator needs to have a solid language foundation and rich knowledge reserve, so that the source language news can be accurately and smoothly transformed into the target language news. Besides, the editing of the news in the target language is an important guarantee. The editor needs to review and polish the translated news to ensure the accuracy and readability of the translation, so as to prepare for the subsequent communication links. Also, the communication link of target language news is the key link. News organizations need to spread the translated news to the target language audience through various communication channels (such as newspaper, TV, Internet, etc.) to realize the transmission of information.

The reception and feedback of the target audience is an important test of the communication effect. After reading, watching or listening to the news, the audience will have cognition, attitude and behavior reaction, forming the acceptance degree and evaluation of the news. The evaluation of the communication effect is the final link of the translation news communication mode. Through the analysis of the feedback information of the audience, the effect of news communication can be evaluated, and the reference can be provided for subsequent news translation to improve the quality of news translation.

II. The Connection between Communication Studies and News Translation

The relationship between communication studies and news translation can be elaborated from many aspects. On the one hand, communication studies provide a theoretical basis for news translation, which enables news translation to follow the basic principles of communication in the process of cross-cultural and cross-language communication, so as to ensure the accuracy and effectiveness of information transmission. On the other hand, communication studies focus on the strategies and methods in the communication process. News translation also needs to use appropriate translation strategies and skills to improve the communication effect. For example, in the translation process, strategies such as domestication and foreignization are adopted to adapt to the reading habits and cultural background of the target language audience. In addition, communication studies emphasize the importance of the audience in the process of communication, and news translation also needs to pay attention to the needs and characteristics of the target audience.

Through the analysis of the audience's reading habits, cultural background and values, translators can adopt appropriate translation methods and strategies to improve the communication effect of the news translation. At the same time, communication studies provide a series of methods to evaluate the communication effect, and news translation can also learn from these methods to evaluate the communication effect of the translated text. Through the evaluation of the communication effect of the translated text, potential problems can be found and the basis for improving the quality of news translation can be provided. Finally, communication studies pay attention to the phenomenon of cross-cultural communication.

As a kind of cross-cultural communication behavior, news translation needs to overcome linguistic and cultural barriers to achieve effective communication. In the process of translation, translators should fully consider the differences between cultures to ensure that the translation conforms to the cultural norms of the target language. Therefore, there is a close relationship between communication studies and news translation. The application of communication theories and methods can improve the quality and communication effect of news translation and contribute to China's international communication cause. At the same time, news translation, in turn, provides rich practical cases and research directions for communication studies.

III. Methods to Improve the Translation of News Based on the Perspective of Communication Studies

1. Improving the Pertinence of News Translation

In order to improve the pertinence of news translation, translators need to deeply understand the needs, reading habits and cognitive

styles of the target audience. By deeply understanding the needs of the target audience, the translator can better grasp the audience's demand for and acceptance of news content, so as to translate more targeted. In addition to understanding the needs of the audience, translators also need to study the reading habits of the target audience. By analyzing the target audience's reading preferences, reading time, reading place and other factors, translators can take corresponding measures to make the translation more in line with the audience's reading habits. At the same time, translators also need to pay attention to the target audience's cognitive style. By understanding the audience's way of thinking, knowledge structure, values and other factors, the translator can adopt the expression mode in line with the audience's cognitive mode in the translation process, so that the translation is easier to be understood and accepted by the audience.

For example, if the target audience pays more attention to practicality, the translator can highlight the information in the news that is related to daily life; If the target audience pays more attention to image thinking, the translator can make more use of images, charts and other auxiliary means. In the process of translation, translators also need to make moderate adjustments to the original text to make it more in line with the expression norms and cultural characteristics of the target language. This can be done by adopting translation strategies such as domestication and foreignization, as well as by cutting, supplementing and rewriting the original text. Finally, translators need to pay attention to the cultural background and values of the target audience. In the process of translation, translators need to respect the cultural traditions, customs, religious beliefs and other aspects of the target audience to avoid cultural conflicts or misunderstandings.

2. Improving the Effectiveness of News Translation

In order to ensure the effectiveness of news translation, translators need to start from multiple aspects, including the accuracy, readability and logic of information. In the process of translation, the translator first needs to ensure the accuracy of the target text, conduct in-depth analysis and understanding of the original text, and avoid misunderstandings or misdirection. At the same time, in order to make readers easily understand and accept the translation, the translator needs to use concise and clear language expression, and use some rhetorical devices to enhance the expression effect of the translation. In addition, it is also important to pay attention to the logic and coherence of language expression to ensure that the structure of the target text is clear and orderly.

In order to achieve these goals, translators can take the following specific measures. First, the translator should carefully analyze and study the original text to fully understand its meaning and context. Secondly, some translation skills, such as borrowing, adding and subtracting, are used to improve the quality and effect of the translation. In addition, it is also very important to pay attention to the timeliness and credibility of news reports. Translators need to update their knowledge and skills in time to meet the needs of ever-changing news reports. In addition to the above measures, translators also need to fully consider the background information of news reports in the translation process, so as to better convey the authenticity and objectivity of news reports. At the same time, it is also very important to pay attention to the credibility of news reports, and translators need to avoid spreading false information or misleading readers. Through these measures, translators can effectively improve the effectiveness of news translation and provide readers with accurate, clear and credible news reports.

3. Improve the Accuracy of News Translation

In order to improve the accuracy of news translation, translators not only need to have a solid language foundation and master the source language and target language, but also need to deeply study the cultural background and context of the original text to avoid misunderstandings in the translation process. In addition, paying attention to the rhetoric and expression of the target text is also the key to improve the accuracy of translation. In the process of translation, the translator can use some translation skills, such as borrowing, adding and subtracting, to improve the accuracy of the translation. Through the above measures, translators can improve the accuracy of news translation, and then improve the accuracy and influence of information transmission.

To be specific, a good command of the source and target language is the basis of translation work. Only by having a deep understanding of the characteristics and differences of the two languages can we translate better. For example, for some words or expressions with special cultural background, translators need to have the corresponding knowledge reserve in order to accurately convey the meaning of the original text to the readers of the target language. An in-depth study of the cultural background and context of the original text is also an important step to improve the accuracy of translation. In different cultural contexts, the same words or expressions may have different meanings and emotional colors. Therefore, translators need to have a deep understanding of the cultural background and context of the original text to ensure that the meaning of the original text can be accurately conveyed in the translation process. Paying attention to the rhetoric and expression of the target text is the key to make the target text appealing. In the process of translation, the translator needs to pay attention to the structure, diction, tone and other aspects of the sentence, so that the translation can not only conform to the expression habits of the target language, but also let the reader feel the emotional color and linguistic charm of the original text. For example, when translating some sentences with strong emotional colors, the translator can use some words or expressions with rhetorical devices to make the translation more appealing. The use of translation skills is also an effective way to improve the accuracy of translation. For example, when translating some sentences with special grammatical structures or expressions, translators can use such skills as borrowing, adding and subtracting to make the translation more in line with the expression habits of the target language. For example, when translating some statements containing figures of speech or exaggeration, the translator can use borrowed translation skills to translate figures of speech or exaggeration in the original text into corresponding expressions in the target language.

To sum up, to improve the accuracy of news translation, translators need to have a solid language foundation, have a deep understanding of the cultural background and context of the original text, pay attention to the rhetoric and expression of the target text, and

use appropriate translation skills. Through the implementation of these measures, the accuracy of news translation can be greatly improved, and the accuracy and influence of information transmission can be further enhanced.

4. Enhance the Enthusiasm of News Translation

In order to stimulate the enthusiasm of news translation and improve the quality of translation, translators need to have a high degree of political consciousness and social responsibility. In the process of news translation, translators need to pay attention to the global news communication trend and keep up with the development of The Times to ensure that the translated content meets the needs of contemporary audiences. At the same time, constantly innovating translation methods and skills is also the key to improving the quality of news translation. In addition, to improve the translator's own quality, including professional quality, intercultural communication ability and communication skills, is a necessary condition to become an excellent translator. Through the implementation of these measures, the main theme can be better carried forward, positive energy can be spread, and positive contributions can be made to social progress and development.

IV. Optimize the Dissemination Effect of News Translation

In order to optimize the communication effect of translated news, it is necessary to consider and adjust from multiple angles. It is crucial to choose the right communication channel, which needs to be decided according to the nature of the news content and the characteristics of the target audience, such as newspaper, television, Internet, etc. The appeal of news headlines should also not be ignored, and translation should be kept concise and clear, highlighting the core content of the news, so as to improve the communication effect of the news. In addition, paying attention to the timeliness of news is also the key, and the translation process should shorten the time as much as possible to ensure the timeliness of news translation.

At the same time, in the process of translation, translator should pay attention to the readability of news content, adopt concise and clear language expression, and avoid overly complicated sentence structure and professional terms. The use of communication skills, such as suspense setting and emotional rendering of news reports, can also improve the communication effect of news translation. In the process of translation, it is necessary to pay attention to the feedback of the audience and strengthen the interaction with the audience. Online comments and social media can be used to understand the audience's opinions and suggestions on news translation, so as to continuously optimize the translation effect. It is crucial to pay attention to the quality of news translation, which requires ensuring the accuracy, readability and logic of the translation to improve the quality of news translation. Through the above measures, the communication effect of translated news can be effectively optimized and the quality and communication effect of news translation can be improved.

V. Conclusion

As an important link in international communication, news translation plays an important role in the improvement of national image and international influence. This paper discusses the positivity, accuracy, idealization and communication effect of news translation, and puts forward the corresponding translation strategies and methods. By paying attention to the global news communication trend, constantly innovating translation methods and skills, and comprehensively improving the translator's professional quality and cross-cultural communication ability, the quality and communication effect of news translation can be effectively improved, and the international communication of China can be contributed.

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