The Rhetorical Communication of Identification Theory in the Translation of Chinese News into English

Yetao Yuan[1,2], Malini Ganapathy[1] & Mohamed Abdou Moindjie[1]

[1] English Language Studies Section, School of Languages, Literacies and Translation, Universiti Sains Malaysia, Penang 11800, Malaysia

[2] School of Foreign Languages, Xinyang College, Xinyang 464000, China

Correspondence: Malini Ganapathy, School of Languages, Literacies and Translation, Universiti Sains Malaysia Penang 11800, Malaysia.

Abstract

To further understand the external news publicity effect of mainland media, the open-source data mining platform Social Bearing is applied to collect data of China's 2021 Two Sessions on Twitter platform and relevant reports of the official accounts of Xinhua News Agency, China Global Television Network and People's Daily, together with reports on 2020 Two Sessions. It is found that the topics chosen by mainland media are different from that of the Western media, and the acceptance of the reports of the three central mainland media in foreign readers is not remarkably high. Based on this research, this paper applied Kenneth Burke's identification theory into news translation practice. It shows four translation approaches such as literal translation, amplification, omission, and adaptation can be used in the process of news translation to achieve narrative identification. Results of this study have some significance to translation for China's global communication.

Keywords: translation for China's global communication, news translation, Kenneth Burke, identification theory, translation approach

1. Introduction

Kenneth Burke, the representative of the New Rhetoric, believed that the success of rhetoric depends on whether the rhetorical transmitter(s) can obtain the recognition of the rhetorical receiver(s), and put forward the identification theory to guide specific rhetoric behaviors. The essence of news foreign publicity is a country's international exchange and persuasion work with the identification in the face of foreign audiences. Therefore, the introduction of Kenneth Burke's theory into news translation will better achieve the expected goal of translation for China's global communication.

Based on quantitative analysis, this paper applied the open-source data mining platform Social Bearing to compare Western readers and media respectively, taking the reports of the Two Sessions of Twitter in 2020 and 2021 of the three major official media in mainland China, Xinhua News Agency, China Global Television Network and People's Daily, as samples, to explore the acceptance status of the three major official media in mainland China's foreign news reports among Western readers; and based on the qualitative analysis and text analysis, it is pointed out that the three identification methods proposed by professor Kenneth Burke, namely identification by sympathy, identification by antithesis, and identification by inaccuracy are also applicable to Chinese news texts. On this basis, it is proposed that four translation approaches such as literal translation, amplification, omission, and adaptation can be applied in the process of news translation to achieve narrative identification.

Therefore, this paper attempts to answer the following two research questions:

1) Based on the research, are the topics on important issues of Chinese mainland official media and Western readers and media the same? How effective is its communication and acceptance of Chinese mainland official media in the translation of China's global communication?

2) How can the Chinese media construct rhetoric narration in the translation of news foreign publicity, for the sake of better communicating with the English world to achieve narrative identity in translation of China's global communication?

2. Literature Review

"If Translation Studies is a young discipline, news translation research is in its infancy" (Valdeón, 2015, p. 634), which is still in a relatively weak position in recent years (Bielsa & Bassnett, 2011; Valdeón, 2010). With the purpose of further highlighting the status of news translation study, this paper firstly made a literature review of news translation in recent years, including four dimensions: objects of news translation, theoretical study of news translation, methods applied in news translation, and results discussed in news translation.

2.1 Objects of News Translation

Some scholars have explored the major agencies engaged in news translation, pointing out that news agencies all over the world are not only news suppliers, but large news translation agencies; many translators are not professional translators, but journalists with strong language ability (Bielsa & Bassnett, 2011); Anneleen and Piet Van (2020) took the case of Crimean crisis in the discussion of constructing Russian identity in news translation. Pan (2014) took *Reference News* as an example, and pointed out that news translation is a significant behavior of news organizations, and analyzed the main factors affecting the translation process and the status of translators in the organization. Luo (2015) discussed the skills that were applied in Yeeyan Sport by the translators to 'trans-edit' some narratives of China and Chinese sports which have been discussed in foreign media the 2012 London Olympics. Kadhim and Hijjo (2023), Si (2016) and Wang (2016) discussed the effectiveness of English news media as news translation agencies.

On the other hand, many news translation studies focus on the text and translation process, that is to say, the translation examples, elements of news translation, translation means and other contents are relatively micro discussed, such as the analysis of sample texts of *The New York Times*, AFP (Agence France Presse), Reuters and News Agency International (Valdeón, 2023; Bielsa & Bassnett, 2011), and some others are the analysis of the English translation of Arab women's speeches and Arabic translation of English political news in BBC news (Al-Hejin, 2012; Kadhim, 2008); some studies are on the translation of informative and interesting soft news (Chen, 2011; Chen, 2015), and other studies are on stylistic changes in news translation (Kadhim, 2008; Sorby, 2008).

In terms of the types of languages involved in the study, foreign scholars pay more attention to the translation between Western languages, while the research on Asian languages is less; while the research of domestic scholars mainly concerns the conversion between Chinese and other languages.

At the same time, with the improvement of China's comprehensive national strength and the increasing willingness of foreign communication, the translation of foreign news has begun to gain more and more attention in academic circles. However, although the communication effect is the goal of all kinds of communication activities, the research on the communication effect of Chinese news to foreigners is still relatively scarce, and the communication effect of Chinese news to foreigners is often difficult to grasp, which is not conducive to the realization of the overall goal of external communication (Si, 2016). This lack points out a new direction for the research in the field of translation for China's global communication.

As the Internet in the field of mass communication promotes the birth of the 'fourth media' with the Internet as the carrier, some scholars have analyzed the various effects of the Internet on the news industry and pointed out that online news is the future of the news industry (Li, 2023; Van Haak et al., 2012). Many media professionals even predict that the content of traditional mass media (such as TV, movies, radio, and newspapers) will eventually be transmitted to millions of households in digital form via the Internet, making it the dominant mass media (Dominick, 2010). As a result, Internet news media, as an emerging special news publicity translation agency and news publicity translation carrier, began to attract the attention of academic circles, and gradually formed the Internet trend in the field of news publicity translation research.

2.2 Review of Theoretical Study of News Translation

Since the late 1990s, translation studies have broken through the shackles of pure linguistic approach, showing a more and more significant interdisciplinary trend. Descriptive translation studies and 'cultural turn' schools emerged as the times require (Munday, 2010). Mary Snell Hornby developed translation studies as a "separate discipline" (Bassnett & Lefevere, 1990, p. 9) which absorbed various translation theories of linguistic and literary schools, and pointed out that translation studies should be interdisciplinary, which established a comprehensive approach to translation studies (Snell-Hornby, 2001), this trend is naturally reflected in news publicity translation studies. Since news translation takes 'translation' as its foothold, translatology has become the first choice of many researchers, and there are not a few researches on traditional translation theories such as skopos theory, functional translation theory and narratology (Le, 2014; Qin & Zhang, 2018; Shi, 2014; Wang,

2007; Wang et al., 2007).

As for other discipline perspectives related to news translation, some studies are rooted in communication concepts such as audience and communication mode (Holland, 2006; Wu, 2009), while others are based on reception aesthetics (Huang, 2015), cross-cultural perspective (Wang et al., 2007) and ideographic morphology (Pan, 2015). In addition, it is worth noting that in recent years, Western rhetoric, which focuses on the response of the audience and is closely related to communication studies, has also attracted the attention of the translation circle. Scholars have continuously pointed out that it plays an important role in guiding the translation for China's global communication (Chen, 2013; Liu, 2004).

2.3 Review of Methods Applied in News Translation

In recent years, corpus has become increasingly popular in news translation studies (Choi, 2016; Cristina Caimotto & Gaspari, 2018; Hong, 2011; Pan et al., 2021; Valdeón, 2023), which significantly improves the scientificity of relevant research. However, although the concepts of caring for readers' reception, considering readers' needs (Chen, 2013), the communication effect of news translation is an important standard for testing news publicity translation (Li, 2012), and other concepts have long been the consensus of news translation researchers, the investigative and analytical research methods which are quite suitable for directly observing the audience and verifying the effects of communication are still relatively rare in news publicity translation studies..

2.4 Review of Results Discussed in News Translation

News and translation are both highly practical activities. It is not hard to imagine that many achievements emerged in the field of news translation research will directly form a reference for news translation practice. Therefore, many scholars have established norms, formulated standards and explored strategies for news translation behavior based on relevant discipline theories (Dorrimanesh et al., 2023; Lin, 2007; Zhang, 2010, 2016). On the other hand, practice can also feed back the theory, and practical research helps to promote the theory. Some scholars expand the theoretical boundaries of related disciplines by describing and analyzing specific translation behaviors (Huang, 2008; Wei, 2008). There are also some researches based on news translation to provide support for teaching activities of writing and translation and other related subjects (Chen, 2011; Wang et al., 2007). These studies have created favorable conditions for the further development of news translation theory and practice.

From the above four aspects of literature review, we can see that many scholars have conducted research on news translation from different levels, which has further deepened our understanding of news translation and promoted the development of translation discipline. At the same time, we also see that China, as the second largest economy in the world, has made more and more contributions to the world. However, our research on how China can better play its role and deliver its voice on the international stage is far from enough, and because of its authenticity, timeliness and accuracy, news plays an important role in displaying the national image and transmitting the national voice. Therefore, this paper will further explore how to better translate Chinese news into English to make a better China story and make China voice better heard.

3. Methodology

The National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC), called the Two Sessions, are the most important meetings in China, and the global attention is also focused on the Two Sessions during its openness. To further understand the external news communication effect of domestic media, the author of this paper applied the open-source data mining platform Social Bearing to collect and sort out the basic data of the information of China's 2020 and 2021 Two Sessions on the Twitter platform which has a large audience and the relevant reports of the official accounts of Xinhua News Agency, China Global Television Network (CGTN) and People's Daily, in comparison with the Western media and Twitter users' attention to the Two Sessions in 2020 and 2021, to better illustrate the differences of themes and topics or attitudes discussed between Chinese media and that of the Western audience and media,

Social Bearing can show the discussion and emotional trend of a topic on Twitter, to provide data support for the quantitative research of this paper. In terms of keyword selection, considering the huge amount of platform data, we only set 'Two Sessions' as the keyword. The dates of data collection are limited to May 21–27, 2020 and March 4–10, 2021 respectively, that is, the convening date to the closing date of the Two Sessions of 2020 and 2021. In the quantitative and qualitative analysis of the text, this paper focuses on the two variables of reporting topic and attitude. Through random sampling, 100 reports were selected for coding. The coding rules were subdivided into three dimensions: topic, theme and attitude for statistics, and the kappa value was used to test the degree of judgment consistency proposed by American scholar Jacob Cohen. Then calculated the two coding

classification tables through SPSS software tools. If the kappa value of the three classification dimensions is greater than 0.75, enter the data. Otherwise, re-code until the consistency of classification is met.

Through Social Bearing data sorting and material analysis, the themes of 2020 Two Sessions reported by the domestic media at home are shown in Figure 1, as control group, the issues related to the 2020 Two Sessions delivered by the foreign media on Twitter are also illustrated in Figure 2.
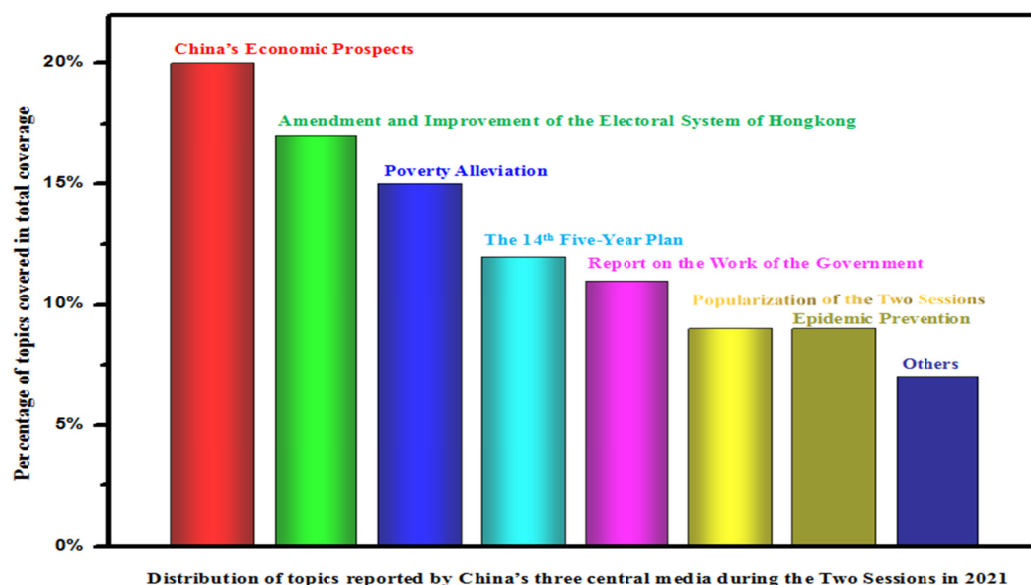

Figure 1. Topics reported by China's three central media during the Two Sessions
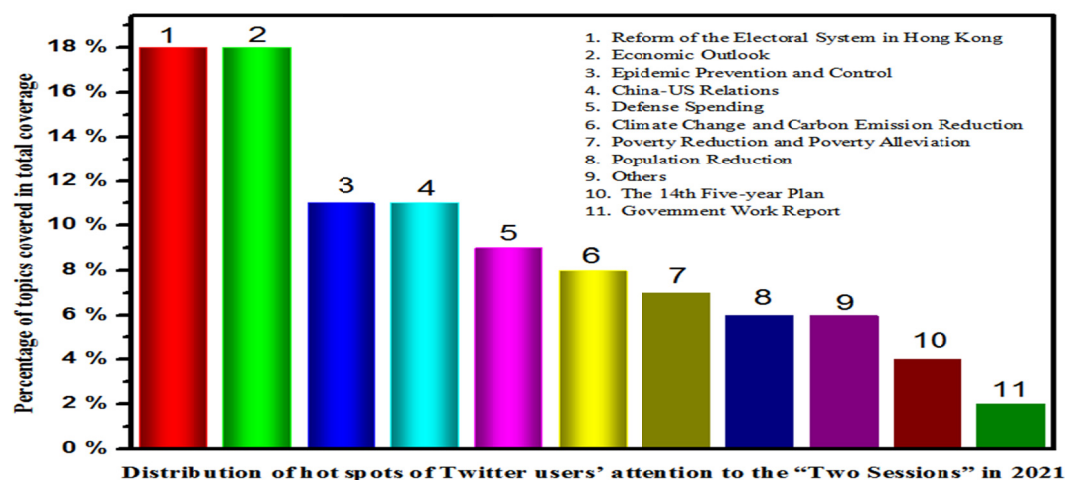

Figure 2. Hot topics of Twitter users' attention to the Two Sessions in 2021

Meanwhile, the distribution of topics reported by three Chinese media on the Two Sessions in 2021 on Twitter is shown in Figure 3, and the distribution of hot topics of Twitter users' attention to the Two Sessions in 2021 is illustrated in Figure 4.
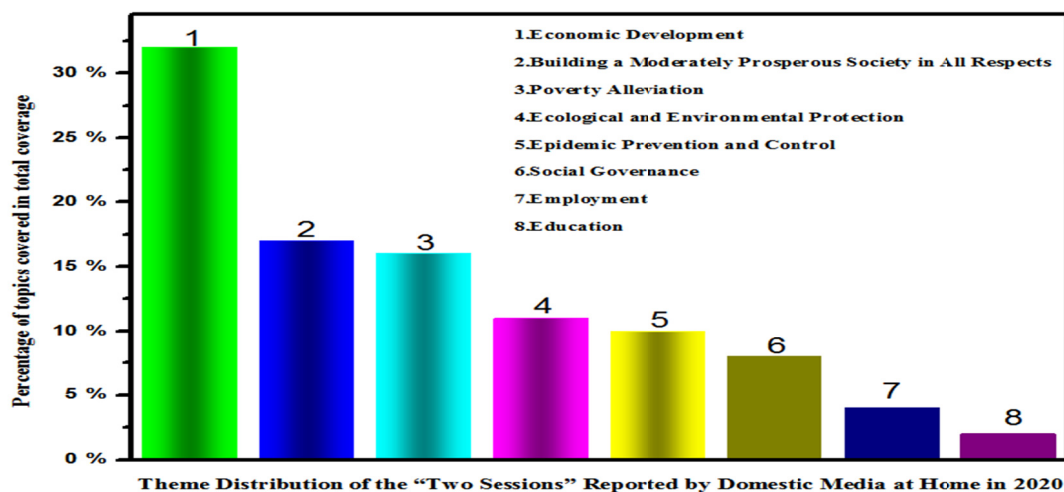
Figure 3. Themes of the Two Sessions reported by mainland media at home in 2020
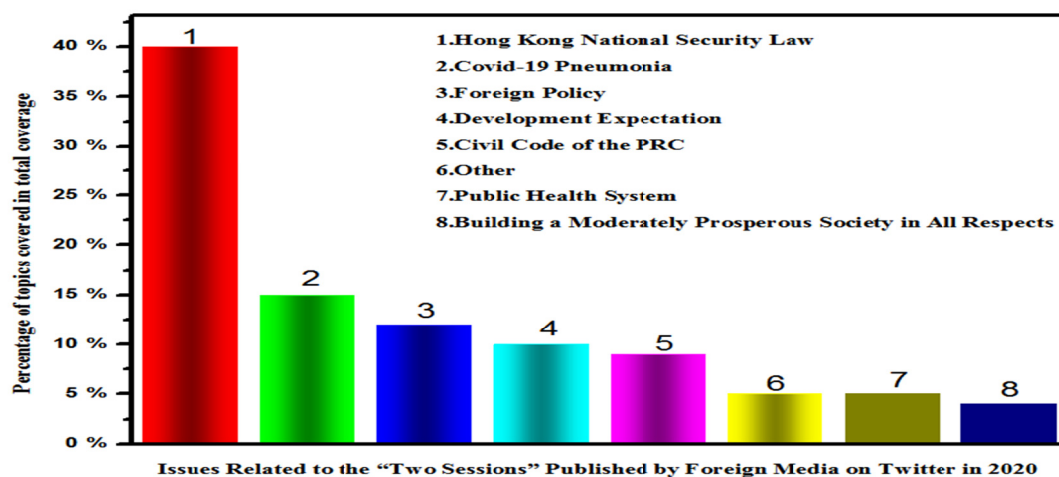

Figure 4. Issues related to the Two Sessions by foreign media on Twitter in 2020

After analyzing the topics or themes of the Two Sessions of 2021 and 2020 reported or released by the mainland media and the foreign media or the Twitter users, the author of this paper applied the Social Bearing's 'emotion' index to analyze the degree of acceptance of the reports of the three central media (Xinhua News Agency, CGTN, People's Daily) in foreign readers (Twitter) about the reports of 2021 Two Sessions (seen in Figure 5).
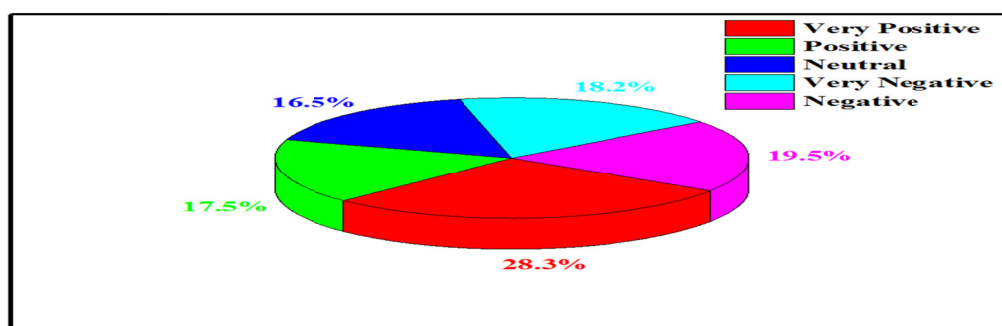

Figure 5. Emotional distribution of overseas Twitter readers related to the Two Sessions in 2021

4. Findings and Discussion

In this part, the findings of the research based on the Social Bearing will be analyzed and further discussion on how to apply the identification theory of New Rhetoric into news translation will be given.

4.1 Findings

In comparison with reports delivered by the three main central media of China and the foreign media on Twitter, the theme distribution of the Two Sessions reported by domestic media at home in 2020 and foreign media on Twitter are shown in Figure 1 and in Figure 2 respectively. Based on the results, it's found that the mainland media prefer to report such major issues as China's future and further development, the great achievements achieved under the leadership of the Communist Party of China, for example, reports on economic development accounts for 32%, news on building a moderately prosperous society in all respects accounts for 17% and poverty alleviation takes 16%. This phenomenon about reporting is common, because adhering to the purpose of serving the people wholeheartedly is the highest value orientation of the Communist Party of China. Whether the interests of the people are realized and supported by the broad masses of the people is the highest standard to measure the correctness of the Party's line, principles and policies. However, the issues related to the Two Sessions by foreign media on Twitter in 2020 are different from that of the mainland media. The foreign media mainly focus on such issues as Hong Kong National Security Law (accounts for 40%), Covie-19 Pneumonia (accounts for 15%), foreign policy (accounts for 12%) and China's future development expectation (accounts for 10%) etc. The reason is easy to understand, through more than 40 years of reform and opening up, China has made remarkable achievements in all the fields such as political, economic and cultural fields and so on, which is also recognized by the world. However, it's noted that some Western countries and media have insufficient understanding of China, especially in some areas such as the human rights, military spending, etc., which leads to the different focus.

Through the data displays of Figure 3 and Figure 4, it can be clearly seen that the relevant themes released by China's three central media on Twitter are selected and disseminated from the perspective of the Chinese government, to better show the political actions and further efforts of the current government. For example, the relevant reports on China's economic prospects accounts for 20%, coupled with the reports on poverty alleviation, the reports on the economic field have reached 35%; at the same time, in the publicity, the three central media can also timely capture the attention of foreign readers to the Hong Kong issue, and timely and appropriately report and interpret this theme. However, some topics that foreign readers pay more attention to, such as China-Us relations, defense spending, climate change, carbon emission reduction and population reduction etc., are less covered.

Through the analysis of Social Bearing's 'emotion' index, it further highlights that the acceptance of the reports of the three central media in foreign readers (Twitter) is not remarkably high (see Figure 5), which corresponds to the results in Figures 3 and 4.

4.2 Discussion

Therefore, how to better make foreign readers accept and agree with the mainland reports is worthy of in-depth study. Therefore, this paper applied the New Rhetoric into application of news publicity.

As the founder of the New Rhetoric, Burke's rhetoric theory has a far-reaching impact on the study of rhetoric. Burke pointed out that the main function of rhetoric is that people express their attitude or make others act by using certain words (Burke, 1969). "Rhetoric" is regarded as "a practice that affects people's thoughts, feelings, attitudes and behaviors through symbolic means" (Liu, 2004, p. 2). Rhetoricians believe that "the main purpose of rhetoric is persuasion and communication" (Wen, 2009, p. 114). As a communication medium, news media discourse is the language that reflects the content of reports. The most important reference standard for the quality of news reports is whether readers agree or not.

Professor Burke's view of 'identification' originates from his deep understanding of 'substance'. Human beings form themselves or essence through various characteristics and characteristics, including body, occupation, friends, activities, beliefs, and values. When our own traits and characteristics relate to anyone or anything else, we share our common essence with them (Foss, 1985). Meanwhile, he pointed out that only when we can use another person's language style, that is, can we persuade him in terms of speech, posture, intonation, word order, image and thought (ibid).

Based on his cognition of identification, Professor Burke put forward three more specific ways of identification: identification by sympathy, identification by antithesis, and identification by inaccuracy.

4.2.1 Narrative Construction of Identification by Sympathy in Chinese News

'Identification by sympathy' means that "the rhetorician establishes 'identification' with the audience by emphasizing the similarity or similarity of the audience in thought, emotion, value, and viewpoint, and emphasizing the common feelings between the rhetorician and the audience" (Deng, 2011, p. 42). As an important rhetorical device, 'identification by sympathy' often appears in the discourse system of our leaders. Through this rhetorical method, on the one hand, it can better unite the hearts of the people internally and obtain the recognition and support of the people; on the other hand, it can also better convey China's voice and establish China's image. Therefore, in our external publicity and reporting, we should recognize the importance of this rhetoric and accurately convey the relevant narrative discourse. For example, at the celebration of the 70th anniversary of the founding of the People's Republic of China, General Secretary Xi repeatedly mentioned words with the collective national attributes of the Chinese nation, such as 'the People's Republic of China', 'the Chinese people' and 'the people of all ethnic groups throughout the country', we can further stimulate the collective sense of honor of all the people and enhance the native land emotion and national cohesion and a sense of mission of all the Chinese people, to better unify the support of the people with the leadership of the Communist Party of China.

In international exchanges, China is also committed to building a community with a shared future for humankind as a responsible big country. For example, President Xi Jinping pointed out at the open meeting of BRICs leaders in Brasilia:

Example 1: *我们致力于在政治、经贸、人文、国际和地区事务等领域加强同拉美地区合作，努力构建携手共进的中拉命运共同体。我们将着眼未来，深化亚太伙伴关系，致力于构建开放包容、创新增长、互联互通、合作共赢的亚太命运共同体。总之，我们愿同国际社会一道努力，朝着构建新型国际关系、构建人类命运共同体的目标不断迈进！*(Note 1) (Literal translation by the author of this paper: We are committed to strengthening cooperation with Latin America in the fields of politics, economy and trade, humanities, international and regional affairs, and strive to build a China Latin America community with a shared future. We will focus on the future, deepen the Asia Pacific Partnership, and strive to build an Asia Pacific Community of shared future with open and inclusive, innovative growth, connectivity and win-win cooperation. In short, we are willing to work with the international community to move forward towards the goal of building a new type of international relations and a community with a shared future for humankind!) China and all participants share common interests, therefore, focusing on the future and deepening cooperation is our common pursuit. This is also the use of 'identification by sympathy' to better convey China's voice and attitude.

4.2.2 Narrative Construction of Identification by Antithesis in Chinese News

'Identification by antithesis' is to form identification by seeking common opposites. It is "the most urgent form of cohesion through division" (Chang, 1998, p. 161). This division may be people, things, or even a certain thought, consciousness, opinion, or environment. Through the rhetorical use of opposites closely related to our interests to carry out narration, to promote the unrelated interests, but the cooperation of the community of interests to jointly meet the same challenges.

President Xi Jinping once mentioned that no country can solve the problems facing world economic development alone. All countries should adhere to the concept of giving priority to humankind and should not put their own interests above the interests of humankind. With a more open mind and measures, we should work together to make the cake of the global market bigger, make the mechanism of global sharing practical, and make the way of global cooperation lively. The greater the driving force of economic globalization, the better, and the smaller the resistance, the better (Note 2).

Premier Li Keqiang also pointed out in his speech at the 8th China, Japan, and South Korea leaders' meeting that the growth rate of the world economy and trade has slowed down, major economies are facing downward pressure on the economy, protectionism and unilateralism are spreading, and the global industrial chain and international division of labor system have been seriously impacted, which needs to be dealt with by all countries (Note 3).

These narrative expressions are based on a common fact, that is, all countries in the world are facing shared challenges and shocks. It is impossible to achieve sustainable development alone. All countries must work together to deal with latest problems and threats in the process of globalization, this is to use the rhetoric of 'identification by antithesis' to achieve the identification of all narrative parties.

4.2.3 Narrative Construction of Identification by Inaccuracy in Chinese News

'Identification by inaccuracy' is about the identification strategy usually refers to "the rhetorician's use of words

or means including the audience, such as 'we', so that the audience unintentionally identifies with the rhetorician, imagining themselves as a rhetorician or as described by the rhetorician" (Deng, 2011, p. 43).

On the opening ceremony of the Belt and Road Forum for International Cooperation, President Xi Jinping pointed out that we need to take advantage of the situation and make the best of the future. Here, I would like to make a few comments. First, we should build the Belt and Road to the road of peace. Second, we must build the Belt and Road to the road of prosperity (Note 4). And other five opinions are elaborated with 'we' as the subject. Thus, the Belt and Road will be built as a community of interests and will benefit all of us.

4.3 Approaches to English Translation of Chinese News Under Identification Theory

The identification theory of the New Rhetoric has strong guiding significance for news publicity. As an important way of publicity, news plays a key role in foreign exchange. Therefore, when translating Chinese news into English, we must consider the acceptance habits of the audience and achieve the acceptance of news narration through relevant rhetorical strategies. Four translation approaches such as literal translation, amplification, omission, and adaptation can be applied in the process of translation to achieve narrative identification.

4.3.1 Literal Translation

For many Chinese news, literal translation can be used in English translation to achieve narrative identification. For example, President Xi Jinping mentioned at the opening ceremony of the Second China International Import Expo that China's development is not only for itself, but also brings more opportunities to other countries in the world:

Example 2: *我相信，中国经济发展前景一定会更加光明，也必然更加光明。从历史的长镜头来看，中国发展是属于全人类进步的伟大事业。中国将张开双臂，为各国提供更多市场机遇、投资机遇、增长机遇，实现共同发展。* (Note 5) (Literal translation by the author of this paper: I believe that China's economic development prospects will be brighter and certainly brighter. From the long lens of history, China's development belongs to the great cause of the progress of all humankind. China will open its arms and provide more market opportunities, investment opportunities and growth opportunities for all countries to achieve common development.) By organically linking China's development with the development of other countries in the world, we can better establish the image of China as a responsible big country. This is also to use 'identification by sympathy' to narrow the distance between China and other economies, which is conducive to other economies to better understand and accept China's development. In this case, the literal translation can be used.

4.3.2 Amplification Approach

Chinese and English belong to two different systems of languages. Therefore, if Chinese news is completely copied and translated, it is bound to cause difficulties in English readers' understanding, especially for some cultural connotation or implied information, if it is not explained clearly, it is bound to affect the narrative acceptance. Therefore, for news, appropriate amplification is an effective translation approach.

In his speech at the series of celebrations for the 70th anniversary of the establishment of diplomatic relations between China and Myanmar and the launching ceremony of the China Myanmar cultural tourism year, President Xi Jinping mentioned that:

Example 3: *中缅山水相连，两国人民友好交往跨越千年，绵延不断。不论是秦汉时期南方丝绸之路上的互通有无，骠国王子出使盛唐交流歌舞艺术，还是上个世纪双方携手反抗殖民主义、帝国主义，都体现了双方心意相通、患难与共的深厚底蕴和宝贵传统。* (Note 6) (Literal translation by the author of this paper: China and Myanmar are linked by mountains and rivers, and the friendly exchanges between the two peoples have spanned thousands of years. Whether it is the exchange of goods and services on the Southern Silk Road during the Qin and Han Dynasties, the prince of the state of Biao's visit to the Tang Dynasty to exchange song and dance art, or the two sides' joint resistance to colonialism and imperialism in the last century, all reflect the profound heritage and valuable tradition of sharing weal and woe.) By reviewing the history of exchanges between China and Myanmar, we can better explain to the people the historical facts of the friendly exchanges between the people of China and Myanmar spanning the previous year, which is also a rhetorical narrative method commonly used based on the rhetoric of 'identification by sympathy' and 'identification by antithesis'. However, not everyone is familiar with these historical facts. Therefore, the translator of Xinhua Net appropriately adds some necessary information to better carry out narrative construction (the bold part is added by the author of this paper):

China and Myanmar are neighbors connected by shared mountains and rivers, and our people have enjoyed

friendly ties for thousands of years. About 2,000 years ago during China's Qin and Han Dynasties, the two sides traded with each other along the southern Silk Road. At the heyday of the Tang Dynasty in the early 9th century, the Prince of Pyu led a dancing and music troupe to China and became an emissary of China-Myanmar friendship. In the last century, the two sides fought shoulder to shoulder against colonialism and imperialism. These examples reflect the profound friendship between us and testify to our great tradition of sharing weal and woe (Note 7).

4.3.3 Omission

In foreign exchange, the quality of translation is a key focus. Meanwhile, we should think more about whether some content needs to be translated, and whether it should be translated intact or deleted according to the reader's reading demands. There are still obvious differences in thinking and expression between Chinese and English. Therefore, in news translation, making appropriate choices for the text according to the differences in Chinese and English language and culture is necessary, so that the news narrative can be better recognized by English readers.

For example, on January 21, 2020, *Xinhuanet.com* published a news entitled *Xi Jinping's Visit to the Former Site of Southwest Associated University: Education Should be Closely Linked with the Fate of the Country and the Future of the Nation*:

Example 4: *20 日下午，习近平总书记来到位于云南师范大学校园内的国立西南联合大学旧址考察调研。在了解西南联大结茅立舍、弦歌不辍的光荣历史后，习近平深有感触地说，国难危机的时候，我们的教育精华辗转周折聚集在这里，形成精英荟萃的局面，最后在这里开花结果，又把种子播撒出去，所培养的人才在革命建设改革的各个历史时期都发挥了重要作用。这深刻启示我们，教育要同国家之命运、民族之前途紧密联系起来。为国家、为民族，是学习的动力，也是学习的动机。艰苦简陋的环境，恰恰是出人才的地方。我们现在教育的目的，就是要培养社会主义建设者和接班人，培养有历史感责任感、志存高远的时代新人，不负韶华，不负时代。* (Note 8) (Literal translation by the author of this paper: On the afternoon of the 20th, Xi Jinping, the General Secretary came to the former site of National Southwest Associated University located on the campus of Yunnan Normal University to investigate. After understanding the glorious history of the southwest Associated University, Xi Jinping said with deep feeling that during the crisis of national calamity, the essence of our education gathered here and there to form an elite gathering situation. Finally, we spread the seeds and spread the seeds here, and the trained talents played a vital role in the various historical periods of the revolution construction reform. This profoundly enlightens us that education should be intricately linked with the destiny of the country and the future of the nation. For the country and the nation is the driving force and motivation of learning. The harsh and crude environment is precisely the place for talents. The purpose of our current education is to cultivate socialist builders and successors and cultivate new people of the times with a sense of history, responsibility, and lofty aspirations, who will live up to their youth and the times.)

However, in the English version of the Xinhua news, the author deleted the Chinese title *Xi Jinping Inspected the Former Site of Southwest United University* and retained the core narrative *Xi stresses link between education, fat of country* that the general secretary should emphasize. In the text, the translator also made several omissions, such as deleting the introduction to the status of National Southwest Associated University. Meanwhile, in the English version, the translator also appropriately explained the University in view of the situation that English readers may not be familiar with the history of National Southwest Associated University, which is conducive to narrative acceptance. Through multiple deletions and one addition, the English version can better present the core point of this news: Kunming, Jan. 21 (Xinhua)—Xi Jinping, general secretary of the Communist Party of China Central Committee, said Monday that education should be intricately linked with the fast of the country and the future of the Chinese nation.

He made the remarks during an inspection at the former site of the National Southwest Associated University (NSAU) in Kunming of southwest China's Yunnan Province.

The NSAU was a coalition between Peking and Tsinghua universities in Beijing and Tianjin's Nankai University during the Chinese People's War of Resistance Against Japanese Aggression.

China's current education goal is to nurture a new generation of capable and aspirational young people with a sense of historical responsibility to join the socialist cause, Xi said (Note 9).

4.3.4 Adaptation

There are differences between Chinese and English in grammatical structure and stylistic structure, as well as for news. Therefore, for some news translation, it's a must to figure out the differences between Chinese and

English in all aspects for the purpose of keeping in line with the reading habits of readers in the English world.

On November 14, 2019, Xinhua Net published a report entitled *China's First Mars Exploration Mission Lander Hovering Obstacle Avoidance Test*, but in its English page, the title was changed to *China Focus: China unveils experiment for landing on Mars*. The two titles have little correspondence. The reason they are so constructed, on the one hand, the translator considers that if the title is translated directly in English, the length is too long and the expression is not concise; on the other hand, the vocabulary of 'lander hovering obstacle avoidance test' is too professional, which is not only unfamiliar to foreign readers, but also to ordinary domestic readers. By highlighting the core task of this time through translation, it can better narrate foreign readers.

5. Conclusion

With the continuous development of China, the comprehensive national strength is increasing. At the same time, it is also urgent to enhance the soft power of culture. Therefore, to better convey China's voice and express China's views on the international stage, more attention should be paid to the differences between China and the West, take the initiative on this basis, and actively take effective measures to ensure the smoothness and effectiveness of translation for China's global communication. As a representative of New Rhetoric, Kenneth Burke's identification theory has practical guiding significance for our news publicity work. As a way of discourse communication, news is also a rhetorical discourse structure. Therefore, to better convey Chinese views effectively, the rhetorical identification methods of identification by sympathy, identification by antithesis, and identification by inaccuracy, and four translation approaches such as literal translation, amplification, omission, and adaptation can be actively applied to the English translation of Chinese news, so that foreign readers can utterly understand and accept our narration and views, to better display China's image on the world stage.

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