

Critical Analysis of a Report Translation

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ABSTRACT

This article is a critical analysis of translation based on the report of a company. The translator has mainly focused on the style, tone and cultural nuances when doing the translations. From the source text (English) to the target text (Chinese), the translators should consider the culture differences, language habits and idioms in order to let the target audience understand.

KEYWORDS

Critical analysis; Translation; Style and tone; Cultural nuances

1 Introduction

The source text is mainly about Morrisons' achievements during the pandemic period delivered by the chief executive of Morrisons. It's a public speech and report to tell the society what Morrisons' colleagues had contributed. Therefore, my critical analysis will focus on maintaining style and tone, and cultural nuances.

2 Maintain style and tone

When translating this report, the most important thing is maintaining style and tone because it conveys the main idea and positive energy of the whole report. The executive of Morrisons wanted society to witness the achievements, the world to recognize Morrisons and let Morrisons have a greater social influence. The whole report was positive, uplifting, and encouraging. letcu-Fairclough (2008, 68) mentioned translations reveal the impact of discursive, social and ideological constraints, norms, and conventions. Therefore, I translate "doing the right thing" into "履行使命(fulfilling the mission)" instead of "做正确的事(do the right thing/make the right choice)". "使命(mission)" in Chinese means the right thing and has a stronger emotion to indicate what responsibility Morrisons has taken. Such a huge company - Morrisons represents the image of nation and inherits the spirit of nation, and takes on the social responsibilities, so mission is much more appropriate to describe it.

"I look back on what was an undeniably terrible pandemic year with an immense and profound sense of pride." This sentence reflects the speaker felt a deep and significant sense of pride, suggesting that they found strength, resilience, and positive outcomes amid the pandemic challenges despite the acknowledged difficulties and problems. According to letcu-Fairclough (2008, 68), particular textual features of translated texts have to be related to the wider social, political, cultural context of their production and reception. Therefore, when translating this sentence into Chinese, the complex emotions need to be conveyed and maintained. I choose "回望(think about the past)" as the translation of "I look back on" because "回望" the word itself carries a memory of an exclamation of the difficulties. While there was a terrible pandemic, the speaker still felt an immense and profound sense of pride. To express such a feeling in Chinese, I select "深深的自豪感(extreme pride of someone)" as the translation of "an immense and profound sense of pride". These words can convey the idea of finding a positive way during the pandemic period.

"Morrisons colleagues in the shops, offices, depots, and manufacturing sites really stepped up when they were needed most by the nation." The speaker aims to get social acceptance and reports what they have done to the public. "Stepped up" indicates that they take action immediately, so "挺身而出(come forward)" can show how they move quickly and devote themselves to helping their nation go through the dilemma.

Maintaining tone and style can completely show how the speech is trying to deliver, so it's important to keep the original tone and style. Translators should have considered the target audience's language habits when doing the translations.

3 Cultural nuances

When speaking about cultural nuances, the first thing that needs to be mentioned is idioms. In Chinese culture, idioms are very important because they carry more than 5000 years of history of China and represent the cultural inheritance. "The Chinese idiom 'chengyu' is a set phrase, an old expression, prevalent in society, used by the common folk, has seen ages of constant use, usually in four-character form with varying constituent constructions and diverse origins" (Wu 1995, 81). Therefore, I translate "Playing our full part" into "全力以赴(try one's best)" because it effectively gets the essence and basic meaning of playing a full part, indicating a wholehearted and committed effort. According to Wu (1995, 68) idioms are pithy and by using these terse expressions, happiness, sorrow, and insights can be fully expressed. "全力以赴"

is appropriate to the Chinese way of speaking and aligns with Chinese expectation of committing fully to a task.

"With foreignization, the culture could be maintained to some extent, and with domestication, the meaning could be conveyed in a more clear way" (Shi 2014, 1639). I use the "修复、重建、增长、持续发展战略" (Repair, reconstruction, growth, sustainable development strategy) in place of "Our Fix, Rebuild, Grow, Sustain strategy". I adopt an eight-character policy format which is commonly used in Chinese formal situations, such as corporate planning, news reports, and national development strategy. It is in line with a preference for explicitness in Chinese communication, ensuring clarity and transparency and clearly showing the key elements.

"The translation should be adapted to the features of the target language, in order to avoid readers' misunderstandings due to the differences of language and culture" (Shi 2014, 1636). "Pride in Hygiene" can be translated into "以卫生为荣 (glory for hygiene)" which reflects an emphasis on hygiene and cleanliness. In Chinese culture, hygiene is very important and integrated into everyone's daily life. Pride (骄傲) in Chinese has two meanings. One is arrogance and the other is feeling good about oneself, while glory means an honor that you do something successfully. Compared to the two words, glory can be fitted in the positive cultural connotations.

Another part of cultural nuances is politeness and gratitude. "I am truly grateful and humbled by what our colleagues have achieved" can translate into "我对同事们取得的成就感到由衷的感激和敬畏 (I am truly grateful and in awe of what my colleagues have accomplished from the bottom of my heart)". According to Gu (1990, 239), the representation of politeness in China is respectfulness, modesty, attitudinal warmth, and refinement. I choose "由衷的 (from the bottom of my heart)" as the translation of "truly grateful", and "敬畏 (in awe of)" for "humble". The use of "由衷的" and "敬畏" expresses heartfelt gratitude and awe, adding a level of sincerity and humility, which is important in China. China advocates a culture of modesty. People should put others in the first place and put themselves lower which is the embodiment of politeness and civilization in China.

"I've called them 'brave', 'rock stars' and paid many other deserved compliments over the last year, but nothing quite expresses my thanks for the scale of the achievement (在过去的一年里, 我称呼他们为'勇敢的大英雄', '冲锋陷阵的勇士', 也为他们送上了许多的赞美, 但对于他们所取得的成就, 没有什么可以完全表达我对他们的感激之情)". Wang (2020, 81) mentioned that in English people use complex syntactic structure, lengthy wording and indirect strategies to express politeness, but the Chinese language prefers to use other lexical words to express politeness. The use of "感激之情 (the sense of gratitude)" expresses the sincere attitude of the speaker, and the phrase "没有什么可以完全表达" (nothing can express my thanks) conveys the depth of appreciation of Morrisons' colleagues. The inclusion of "许多的赞美" (plenty of compliments) adds a respectful tone to the whole sentence. "Brave" into "勇敢的大英雄 (brave superhero)", "rock stars" into "冲锋陷阵的勇士 (a warrior who charge forward for the nation and people)" indicates that they are devoted to this pandemic campaign and regardless of their life.

According to Heinz (2012, 14), 客气 (politeness) is associated with polite speech and polite behaviour". At the end of the speech, "Thank you again to you all" aimed to express gratitude to Morrisons colleagues' contributions, so I need to point out the specific contents. "再次感谢你们的付出 (Thank again for all your contributions)" is more in line with Chinese language's expression. The phrase "再次感谢" is a polite way of expressing gratitude, and "你们的付出" (all your contributions) is inclusive and respectful, reflecting a courteous tone.

Chinese and English are different in expression, origin, and background, therefore, translators need to be careful about the cultural nuances in order to avoid offensive.

4 Conclusion

For this public speech, the most important thing is to maintain its style and tone to convey its meaning to the audience. Cultural nuances also need to be mentioned in the translation because if directly translated, the cultural difference will make it hard for the audience to understand. All in all, translation must not be merely focused on these points. Translators have a long way to conquer these tasks.

5 Translation

5.1 Doing the right thing 履行使命

2020/21 was a year when, more so than ever, we listened hard and responded.

2020 到 2021 是我们比以往任何时候都更加努力去倾听和作出回应的一年。

We often found ourselves in uncharted territory, following our instincts and doing what we felt was the right thing. Not because of how it would make us look as a company, but because it was how we felt we could and should react in often unprecedented and extreme situations.

我们经常发现我们处于未知的领域, 只能跟随直觉去做我们认为正确的事情。这不仅仅是因为这会让我们公司看起来会怎样, 而是因为这是我们在这种前所未有的极端情况下应该做出的行动。

We have tried hard to protect and value all our stakeholders, especially the most vulnerable in society, making sure as

far as possible that nobody is left behind during this awful pandemic.

我们努力保护和珍视所有利益相关者,特别是社会中的弱势群体,尽可能确保在这场可怕的疫情中没有人被丢下。

I look back on what was an undeniably terrible pandemic year with an immense and profound sense of pride. Morrisons colleagues in the shops, offices, depots and manufacturing sites really stepped up when they were needed most by the nation.

回顾这场空前骇人的疫情,我感到深深的自豪。在国家最需要时,莫里森商店、办公室、仓库和制造厂的同事们都挺身而出。

Rightly recognised as key workers by government, I am truly grateful and humbled by what our colleagues have achieved. I've called them 'brave', 'rock stars' and paid many other deserved compliments over the last year, but nothing quite expresses my thanks for the scale of the achievement.

莫里森被政府认可为关键工作人员,我对同事们取得的成就感到由衷的感激和敬畏。在过去的一年里,我称他们为'勇敢的大英雄'、'冲锋陷阵的勇士',也为他们送上了许多的赞美,但对于他们所取得的成就,没有什么可以完全表达我对他们的感激之情。

When British society all but closed down at the start of the pandemic, Morrisons galvanised and organised itself into a highly responsive and effective force for good. The swift and selfless actions of all Morrisons colleagues across the business was truly heart-warming and invaluable for the nation.

在疫情开始时,英国社会几乎接近停滞的时候,莫里森迅速鼓舞和组织起来,成为一个高度响应和有效的正能量团体。莫里森全体员工迅速而无私的行动真的令人感到暖心,是国家的无价之宝。

5.2 Playing our full part 全力以赴

Our initial actions focused on protecting colleagues and customers with sanitisation and social distancing measures. We guaranteed pay for thousands of affected colleagues, and tripled the average annual bonus payout as a 'thank you' for those on the frontline.

我们最初的行动集中在通过消毒和保持社交距离以保护同事和顾客。我们保障了数千名被感染同事的工资,并三倍发放年度奖金,以表达对一线工人的感谢。

We recruited an incredible 68,000 new colleagues to cover absence and to allow us to invest significantly in expanding our online and other home delivery services. Morrisons.com introduced new store pick home delivery and click & collect channels at pace, and we developed new food boxes and doorstep delivery services, plus a new relationship with Deliveroo.

我们招募了惊人的 68,000 名新同事来填补空缺,并使我们能够大力投资以扩大在线和其他送货上门服务。Morrisons.com 推出了新型线下采集和配送渠道,我们发展了新型食盒和送货上门服务,以及与 Deliveroo 建立了新合作关系。

In addition, we very quickly expanded with Amazon, especially our same-day delivery service, Morrisons on Amazon, which is newly available across Britain on Amazon.co.uk. By the start of Q4 our online sales had more than tripled year-on-year.

此外,我们也迅速与亚马逊合作,特别是我们的当日送达服务 Morrisons on Amazon,该服务现在已在 Amazon.co.uk 网站上提供全英配送服务。到第四季度初,我们的在线销售额同比增长了三倍以上。

We helped with the cash flow of around 3,000 smaller suppliers by paying immediately, and are giving extra discounts to our colleagues, NHS workers, teachers, blue light workers and our farmer suppliers. We are also restocking Britain's foodbanks, and have made various donations to homeless charities, and developed new bulk delivery services to provide vital supplies to customers, charities and local authorities quickly and at great prices.

我们通过立即付款的方式帮助了约 3,000 家小型供应商的现金流,并为我们的同事、NHS 工作者、教师、紧急救援工作者和我们的农业供应商提供了额外的折扣。我们也为英国的食品银行补货,并向流浪者慈善机构捐赠了各种物品,还开发了新的批量快递服务,以快速、优惠的价格向顾客、慈善机构和地方政府提供重要物资。

These are just some of the ways that we have played our full part in helping feed the nation during the pandemic. There are full details of these and our other efforts throughout this Annual Report.

这些只是尽我们所能在疫情期间为国家提供食物的一些方式。以上都可以在年度报告中查到详细数据。

5.3 We care 我们所关心的

As we move into a new year, there is a determination at Morrisons that we keep up the pace and effectiveness of our actions. While understandably much of last year will not be missed by many, we created an underlying momentum in the business that we will seek to keep going. Our Fix, Rebuild, Grow, Sustain strategy has proved highly flexible in allowing us to respond and adapt and, as we have moved through the stages of the pandemic, we have evolved our priorities and ways of working to re-validate them against an increased spirit of teamwork, community and support for all in society and all stakeholders.

随着我们迈入新的一年,莫里森决心保持行动的速度和效果。尽管许多人不会怀念去年,但我们在业务中激发了一种潜在的动力,我们将继续努力保持下去。“修复、重建、增长、持续发展战略”让我们在响应和适应方面表现出极高的

灵活性,随着我们度过疫情的各个阶段,我们已经调整了工作的优先事项和方式,以增强团队精神、社区精神以及对社会 and 所有利益相关者的支持。

We have added Pride in Hygiene to our seven priorities, and evolved Local Integration and Serving the Community, and Creating and Scaling for Profitable Growth to reflect both our significant progress against our original priorities and the world we are in today. We have also added to and refined our ways of working: Customers First; Teamwork; Listening Hard, Responding Quickly Wherever Possible; Freedom in the Framework; Driving Sales, Tough on Costs; and We Care.

我们将“以卫生为荣”添加到我们的七个优先中,并发展了“本地整合和服务社区”以及“创造和扩大盈利增长”,以体现在原有优先事项和世界上取得的显著进展。我们还补充和完善了我们的工作方式:顾客至上;团队合作;认真倾听,快速响应;框架内自由;提升销售,严控成本;关心耐心。

We are fulfilling our ambitions for all our stakeholder groups, recently adding Environment and Community in recognition of how central they are to everything we do. We are playing our full part in helping Britain address climate change by delivering sustainable growth with a lower environmental impact. This is the right thing to do, something we care about, and something our customers, colleagues and investors expect of us.

我们正在实现对所有利益相关者群体立下的雄心壮志,最近还增加了环境和社区,以认识到它们对我们所做的一切有多么的重要。我们正在竭尽所能帮助英国应对气候变化,实现可持续发展,减少对环境的影响。这是正确的做法,也是我们所关心的事情,也是客户、同事和投资者对我们的期望。

We have set stretching targets around: reducing carbon emissions; cutting waste and preserving natural resources through ‘reducing, reusing, recycling’; sourcing from sustainable, ethical and resilient supply chains; and helping to grow and develop British agriculture.

我们设定了一系列有挑战性的目标:减少碳排放;通过“减少、再用、回收”削减浪费和保护自然资源;从可持续、道德和弹性供应链获取材料;帮助发展英国农业。

We also have an ambition to play our full part supporting the communities we serve and the lives of our colleagues: helping our customers live healthier lives; making a positive impact in every local community we serve; and providing a great place to work where everyone’s effort is worthwhile and where everyone can make progress and a contribution.

我们还有一个雄心壮志,那就是全力支持我们服务的社区和同事的生活:帮助我们的顾客过上更健康的生活;在我们服务的社区产生积极影响;提供一个良好的工作场所,让每个人的努力都是值得的,每个人都能取得进步并做出贡献。

We are a caring, modern business facing into both the pre- and post-pandemic challenges, and I am confident that we can also continue to develop and grow, and execute on our ambitious plans.

我们是一家充满爱心的现代企业,面对着疫情前和疫情后的双重挑战,但是我非常相信莫里森能够继续发展壮大,实现我们宏大的计划。

We are continuing to become broader, stronger, and more popular and accessible, and there are many initiatives that we refer to in this Annual Report that will drive that growth: online; wholesale; outstanding in service, Market Street, and fruit & veg; our work around investing in price and range; and new formats and stores to name but a few.

我们将变得更加全面、更加强大、更受欢迎和更易接近,在年度报告中提到的许多举措将推动这一增长:在线业务;批发业务;在服务、市场街(Market Street)和水果蔬菜方面的表现卓越;我们将围绕价格和产品范围展开投资;新的格模式和店铺等。

As always, we are targeting growth that is capital light and we remain committed to the principles and disciplines of our capital allocation framework. Our business and strategy are supported by a strong balance sheet and we remain cash generative.

一如既往,我们目标是轻资本增长,致力于遵守我们资本分配框架的原则和纪律。我们的业务和战略得到了强大的资产负债表的支持,仍然有能力生成现金。

Last, another word on our wonderful Morrisons colleagues. More than ever the last year has demonstrated how the business is built on its people. You truly were there at a time of desperate need to help feed the nation. Thank you again to you all.

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