Media and Translation:

The Influence of Cultural Values on the Translation of Newsweek into Japanese

by

Chie Otani

A dissertation submitted to the School of Humanities

of the University of Birmingham

for the degree of MA in Translation Studies (Linguistics)

Center for English Language Studies
Department of English
The University of Birmingham
Edgbaston
Birmingham B15 2TT
United Kingdom

September, 2000
ABSTRACT

This dissertation examines to which extent and how translators manipulate media texts using cultural values by analysing Newsweek and its translation into Japanese.

The general characteristics of the magazine are described through the audience analysis, the genre analysis, and the register analysis. By looking at advertisements, the differences in social class, sex, and age of the audiences between the Source Text and the Target Text are pointed out. The genre analysis identifies four genres in the magazine. ‘News in the magazine’ is defined as an independent genre from ‘news in the newspaper’. The register analysis shows that the Source Text and the Target Text present different choices of Field and Tenor. The difference is attributed to the difference of the audiences.

The way in which articles are selected in the Target Text is explained using the scale of the interest and relevance to the Japanese. The more interesting and relevant to the Japanese, the larger part of the text is translated. The findings prove that the cultural values influence a great deal on the selection of articles.

Comparison of ‘evaluation’ between the Source Text and the Target Text manifests the manipulation of the texts by the translators using the cultural values. Two articles are analysed using the frameworks of Appraisal Theory (Martin 2000 and White 1999) and the theory of verbs of saying (Caldas-Coulthard 1994). Evaluation is changed, sometimes greatly and in other times subtly, so that the texts can be easily accepted by the Japanese.

Number of words: 14081 words
CONTENTS

Chapter 1 Introduction 1

Chapter 2 General Description of *Newsweek* 4
2.1 Introduction 4
2.2 Theoretical Background 4
2.3 Audiences 6
2.4 ‘News in the Magazine’ as an Independent Genre 9
2.5 Register 11
  2.5.1 Mode 11
  2.5.2 Field 11
  2.5.3 Tenor 12
2.6 Summary of the Findings 15

Chapter 3 Article Selection 16
3.1 Introduction 16
3.2 Analytical Methods 18
3.3 Analysis 18
  3.3.1 Full Translation 18
  3.3.2 Reduction 20
  3.3.3 Exclusion 21
  3.3.4 New Texts Added in the TT 22
3.4 Summary of the Findings 25

Chapter 4 Evaluation and Translation 27
4.1 Introduction 27
4.2 Theoretical Background 28
4.3 Analytical Methods 30
4.4 Analysis: ‘Moment of Truth’ 31
  4.4.1 Background of the Article 31
  4.4.2 Judgement 32