








# Stance Variation and Selective Appropriation in Sports News Headlines Translation

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## Abstract

Translation of news is a new subfield of translation studies. There is stance diversity in news translation because translators influence meaning through translation tactics, and the usual concept of equivalence is inapplicable to this sector. The news headline is the condensed representation of the news material and the primary factor in attracting readers. This study analyzed the stance variance in translated sports news headlines from English to Chinese in the online China Daily and identified the selective appropriation framing tactic employed by translators. As the primary theoretical framework, Appraisal Theory and Narrative Theory are considered. At the same time, Bielsa and Bassnett's *Translation in Global News* (2009) also provide hints for examining the potential restrictions of translators' manipulation in the translation process.

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**Keywords:** stance, news headlines, selective appropriation, Appraisal Theory, Narrative Theory

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## 1. Introduction

Being the infant of translation studies, news translation, also known as journalistic translation, has garnered a growing amount of attention in recent years (Bassnett & Bielsa, 2009; Conway & Bassnett, 2006; Pan & Liao, 2020; Qin & Zhang, 2018; Valdeón, 2015; Wu, 2018; Zanettin, 2016). Bielsa and Bassnett published *Translation in Global News* in 2009, a book about journalistic translation. The authors asserted that political considerations were given the most weight in journalistic translation studies. Zanettin (2016), using the 2005 words of the Iranian president as an illustration, suggested that the translation tactics employed by news translators can influence international relations and that translation has become a potent political weapon. Several studies have also focused on translating political news (Pan & Liao, 2020; Qin & Zhang, 2018; Wu, 2018).

Every day, sports contests are played. It would be foolish to disregard the importance of translation and interpretation, as the team or individual sports athlete and the group require translation. However, less research has focused on translating sports news (Boynukara, 2017; Gambier, 2006; Luo, 2015; Săsâiac & Brunello, 2014). For instance, Săsâiac and Brunello (2014) examined the impact of the specificities of each

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journalistic subgenre on the translation of media discourse using two Romanian newspapers as research material. One Chinese scholar, Luo (2015), analyzed the framing techniques of translating English news about the 2012 London Olympics on the Yeeyan website and concluded that the translators' re-framing of source text revealed their sociopolitical stance. The translated texts on the Yeeyan website were completed by non-official translators, who cannot be representative of Xinhua News or China Daily translators. The topic of official newsstands requires additional research.

Sports journalism translation is a neglected field compared to the translation of political writings in worldwide news. Few studies have been conducted from the standpoint of translation studies. This dissertation will focus mostly on the translation of sports news.

Gambier (2006) argued that the reality of translation will be strongly questioned because translators modify texts using hyperbole and understatement. With international communication, such as the BBC, translators are not mediators but place translated content ethnocentric. However, to what extent a news translator can intervene remains a central concern for many translation scholars. Variance existed in every translation, but the question was how much difference could be tolerated. In every trans-editing process, news translators identify the changes in context and adjust the words accordingly to match the unique requirements of the target audience. This study aims to investigate the variation in journalistic translation from English to Mandarin, using positive, negative, and neutral axes as evaluation criteria.

In the following example, stance variation refers to transitioning from a negative reference to a neutral one (Pan & Liao, 2020). For instance, when "anti-China demonstrators" and "Tibetan mobs" are translated into "有人 youren (someone)," the negative stance in the original text becomes neutral in the target text. Several scholars have investigated the subject of viewpoint in news translation. According to a search of the Scopus database, seven papers address the topic of position variance in journalistic translation (Luo, 2015; Wu, 2018; Zhang, 2013).

Previous research has examined the stance from a single perspective, either by studying the mediation stance in headline translation from the standpoint of Appraisal Theory (Zhang, 2013) or by summarizing the translators' framing tactics from the perspective of Narrative Theory (Wu, 2018). This method would be useful for examining the translation of brief news headlines. Yet, limitations would become apparent when studying the translation of larger news items. The benefits of Narrative Theory might be readily proven by combining the framing tactics of lengthy translation papers (Wu, 2018).

Therefore, it is not prudent to ignore the virtues of Appraisal Theory, particularly in determining the minute adjustments in position. Because researchers may easily determine stance variation with the aid of the graduation subsystem (Martin & White, 2005), combining these two methodologies, referring to the Narrative Theory and the Appraisal Theory, would be a reasonable attempt to analyze the position and framing in journalistic translation. Unfortunately, most of these previous studies only utilize a single theory, such as Narrative Theory.

Two articles (Boéri & Fattah, 2020; Pan & Liao, 2020) have combined Appraisal Theory and Narrative Theory. Pan and Liao (2020) utilized credible scientific methodologies to investigate the two topics in a single study. However, Pan did not investigate the framing strategy of selective appropriation in her study, leaving some potential research avenues for the present investigation. To complete Pan's research on attitude and framing strategy, the present study will investigate the selective appropriation and stance in journalistic translation.

Moreover, both studied the translation of political news, such as the 2008 Tibet riots and the 2017 Gulf crisis. There is no other attempt to analyze the translation of sports news using integrated theories. Using two theories, Appraisal Theory, and Narrative Theory, to investigate the translation of sports news gave this study significance.

## 2. News Headlines Translation

Previous works have explored the fundamental roles of an effective news headline. The two primary functions of producing news headlines, according to Bell (1991), are to summarize the news events and to interest the reader. On the strategies used to create a good news headline, Bell and Garrett (1998) suggested that uncertainty would pique the reader's curiosity. In addition, Bell (1991) noted that alliteration and puns were common techniques for generating news headlines. In addition, several researchers (Hatim & Mason, 2005; Spoonley, Bedford, & Macpherson, 2003) noted that the relationship between news headlines and stance was a significant function. According to Spoonley et al. (2003), news headlines provide a concise and informative indicator of the newsstand's viewpoint. In addition, Hatim and Mason (2005) observed that a shift in posture occurred during the translation of news headlines from their supposed helpful content to a more prejudiced readership.

There are various studies involving the translation of news headlines. Valdeón (2007) determined that

'informative' and 'persuasive' were the two primary purposes of news headlines and evaluated the structure of English internet news headlines from BBC, CNN, and Reuters. Valdeón (2007) argued that the form of translated news headlines would be altered since translators must consider the target language readership. Valdeón's findings mirrored those of a previous scholar (Jakobson, 1959), whose purpose was to examine the transfer of expressions from one domain of the public sphere to another, referred to as the intralingual translation practice. Valdeón (2005) suggested that the Spanish headline style mirrored the pattern features of the source language in BBC news, resulting in an unanticipated threat of ethnocentrism in Spain.

Khanjan's (2013) study is also noteworthy since he summarized the accomplishments of previous translation academics (Al-Shehari, 2007; Kuo & Nakamura, 2005; Sidiropoulou, 1995; Valdeón, 2007) in the translation of news headlines. Khanjan et al. (2013) gave special attention to the ideology that constrained the manipulation technique. In his opinion, ideological interferences with the translation of news headlines are predominantly conscious, and the target audience can also influence translators' translation strategies. Also, the ideology aspect has always captured the interest of translation scholars (Al-Awawdeh, 2022).

The author of this work offered two research objectives based on previous literature. This paper will first examine the variation in stance between the English news headlines and the translated Chinese news headlines, then describe the framing strategy of selective appropriation employed in translating news headlines, and finally investigate the constraints of narrative framing and stance variation in sports news headlines.

### 3. Theoretical framework

Using theoretical propositions is one method for analyzing the case study data. Past researchers defined a framework as "a collection of concepts and methods that can be utilized to view and collect information about a specific area" (Angelelli & Baer, 2016).

The author applies the theoretical frameworks of Appraisal Theory (Martin & White, 2005) and Narrative Theory to assess the data (Baker, 2006). Regarding the research design of the present study, the text analysis demonstrates how stance variation is analyzed within the framework of Appraisal Theory. The theory-driven content analysis aids in answering the second research question, which concerns the selective appropriation framing strategy.

#### 3.1 Appraisal Theory

Assessment is difficult to discern due to the subtlety of graduating changes in translation (Pan, 2015). Appraisal Theory was acknowledged as the most concise approach to evaluative language for interpersonal positioning (Fetzer & Lauerbach, 2007). In addition, Appraisal Theory offers scholars a "systematic, thorough, and extensive framework of evaluative terminology" (Bednarek, 2006). According to Martin (2004), graduation is fundamental to the evaluation system, and attitude and engagement are graduation's domains. Force and concentration are the two scalability axes of the graduation subsystem (Martin, 2004). The phrase force relates to the subjective evaluations of magnitude, vigor, range, proximity, etc. Focus refers to the central or illustrative instance of a semantic category. For instance, locations such as true and real are evaluated as prototypical, whereas locations such as kind of and, in a sense, are evaluated as belonging to the category's margins. Certain categories are not scalable, like jazz music. In other words, graduation reconceives these categories in a scalable manner. For instance, "They do not perform authentic jazz" and "They sort of play jazz" are dissimilar. "Real jazz" refers to the category's archetypal position, while "kind of" refers to the category's periphery. In context, force interacts with attitude. Intensification and quantification will raise or decrease the attitude's volume (Martin, 2004). Figure 1 demonstrates a tentative outline of graduation.

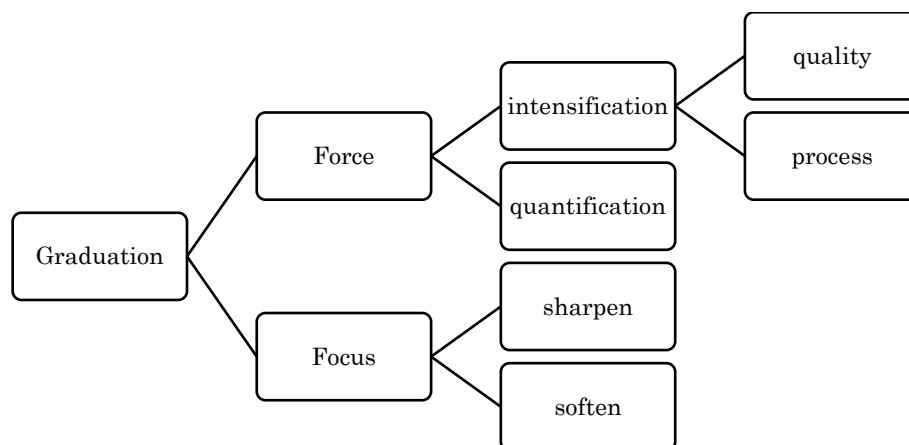


Figure 1: A preliminary outline of graduation

The first subcategory of graduation is force, which consists of intensification and quantification. Intensification refers to judgments of the degree of qualities, processes, or the word modalities of probability, frequency, propensity, and duty (Martin, 2004). The following illustration is representative of the linguistic modalities of probability. In the sentence "Each character also comes with a short write-up on their personality, strengths, and weaknesses - similar to a video game character" (The 2020 Tokyo Olympics Game 2021-07-23), the reader can deduce that "a bit like" indicates the intensification of force, which displayed the scale of probability.

The intensity can be increased or decreased for either characteristics or linguistic processes. The intensification is achieved by isolating, infusing, or repeating the substance. In terms of isolation, the realization may be grammatical or lexical. Notably, lexical intensifications of characteristics are often attitudinal, whereas lexical intensifications of processes are typically not attitudinal. The following two instances demonstrate the preceding claim.

In "We Answered Very Random Questions People Asked Regarding the Olympics" (The 2020 Tokyo Olympics Games, 2021-08-03), "random" refers to the quality, and "extremely" exhibited the scaling evaluation of upscaling intensity. Yet, this expression is neither favorable nor negative, and the author took a neutral stance when writing this headline on the Tokyo Olympics Game.

The 2022 Paralympic Winter Games medals were also unveiled on Tuesday, with the International Paralympic Committee's logo engraved on the obverse and the Beijing 2022 Paralympic insignia engraved on the reverse (The 2022 Beijing Winter Olympic Games 2021-10-27)". This is the inverse of the previous example, where "change" denotes an intensity over the process and "slight" implies that the intensity scaling evaluation was a downscaling.

From the above two examples, it is evident that lexical intensification of attributes, such as "random," can be associated with attitude, whereas intensification of processes, such as "changing," is less relevant to expressions of attitude.

Quantification also refers to measurements of quantity and the presence of many entities. For example, many kilometers and a nearby mountain (Martin, 2004). For example, in the title "The TRUE reason figure skaters' costumes have so many flesh-colored sheer panels (The 2018 Pyeongchang Winter Olympic Games, 2018-02-11)," the word "many" is used to convey the amount of the present. The quantification of force demonstrated that the author emphasized his perspective.

Graduation (Kurniawan & Aprilia, 2019) addresses values that scale meanings along two possible parameters—either by increasing or decreasing intensity (force, for instance, the fuel price surged) or by sharpening and blurring the focus (focus, e.g., a true friend). Concentration can be subdivided into sharpening and fuzziness. Sharpen is a type of up-scale used to express prototypicality, whereas soften is a down-scale used to describe an instance with marginal status within the category. According to this viewpoint, "genuine jazz" connotes the sharpening and "kind of" the softening in the preceding example. In language terms, there is a close relationship between concentration and attitude. In general, occurrences of sharpening highlight the positive while minimizing the negative. For example, a real spouse or a true husband echoes the speaker's compliment, which is quite positive in tone, with great force. What will sub-zero temperatures mean for events, the equipment, and the competitors and fans gearing up for 17 days of action? (The 2018 Pyeongchang Winter Olympics Game 2018-02-08) The word "sub-zero temperature" is objective, but the adverb "seriously" made the expression gradable for evaluation purposes. It is an excellent example of polishing journalistic text regarding sporting events.

Focus can inscribe the attitude somewhat through the literal sense of the terms sharpening and softening. Under sharpening, the result indicates the author's maximum negative or positive involvement. For instance, the phrase "a genuine hero" conveyed the authors' optimistic disposition to the readers.

Softening is more evident in a negative attitude, which reflects a diminished investment in the value stance by the speaker or writer. The effect is not so straightforward when a softening of the positive attitude becomes apparent. But, in the subsequent instance, the effect is positive. In the sentence "considering simple competing in the Chinese capital was a victory in and of itself (The 2022 Beijing Winter Olympics Game 2022-02-20)", the adjective "simple" expressed the athlete's less positive attitude after her injury before the competition, as well as her positive attitude toward the results. It also explains her excellent performance in Beijing's Shougang Industrial Park while donning a tiger outfit. The following paragraph illustrates sharpening's use in the focus category.

Evaluation plays a crucial part in interpreting people's attitudes. It relates to the strength of a text and gives the text significance (Martin, 2004). We are interested in graduations' applied meanings and whether they signal a growth or decrease in the value position's investment.

### 3.2 Narrative Theory

Baker (2006) proposed the Narrative Theory in translation studies to explain the translators' techniques in a more complex social environment. She defined narratives from a social and communicative standpoint and established public and private stories that we subscribe to and govern our actions (Baker, 2006).

According to Zhang and Munday (2018), re-framing involves an active discursive construction of reality. The significance of Narrative Theory to translators and interpreters stems from the fact that they employ translation procedures to bolster or weaken particular features of the tales they mediate (Baker, 2006). Baker created four fundamental framing tactics utilized in translation practice: selective appropriation, labeling, temporal and geographical framing, and participant repositioning (2006). Using his research on the YeeYan website, Luo (2015) validated Baker's argument that selective appropriation occurred on either higher or lower levels of texts. According to Baker (2006), at advanced levels, selective appropriation implies that translators can choose particular works, authors, languages, or cultures for translation.

In contrast, at lower levels, selective refers to the translation kinds of omission and addition. Translators would choose this method to suppress, emphasize, or embellish specific components of a narrative embedded in the original language or culture (Baker, 2006). The primary topic of this dissertation is selective appropriation at lower levels, namely omission and addition methods in journalistic contexts.

Former academic Bruner (1991) found that events and phrases are framed within bigger systems. In addition, according to Luo (2015), framing elements bridge the translation and the intended audience in journalistic translation. According to (Wu, 2018), the translation of narratives in news reports may involve multiple ways of describing the same news event, unique terminology to refer to participants and location, and textual selection to emphasize or omit certain aspects of the event. Wu also stressed the significance of selective appropriation while examining position variation in journalistic translation. Figure 2 simplifies Figure 1 Wu (2018) and further depicts the process of attitude variation in journalistic translation practice in the current dissertation.

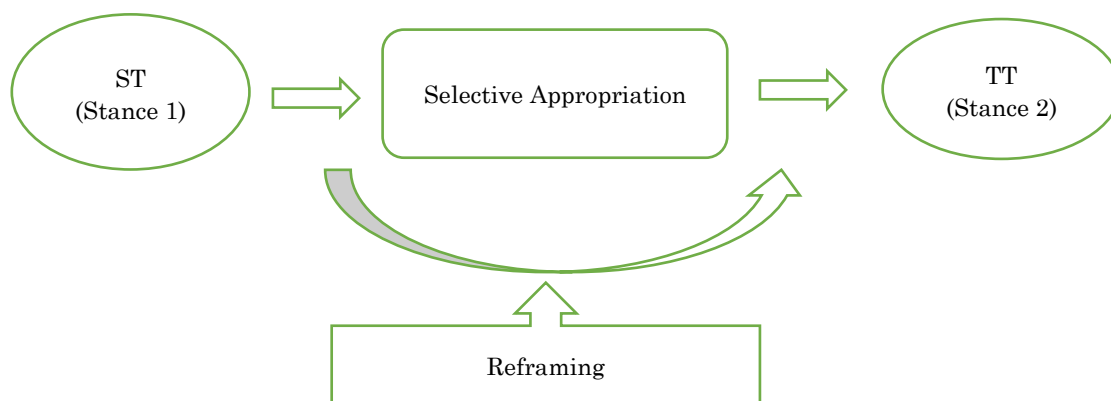


Figure 2: Stance variation in journalistic translation practice

In the present study, patterns of deletion and addition reveal evidence of selective appropriation at lower levels. The translators have used omission and addition strategies that can be seen within the text. There are multiple instances of addition in translating headlines for sports news. For example, "What Does the Willow Twig Symbolize in the Olympic Closing Ceremony?"

(The 2022 Beijing Winter Olympics 2022-2-21)." was translated into "折柳寄情，外媒科普这份中国浪漫，网友惊叹太美了! Jiliuzheqing, waimeikepuzhefenzhongguolangman, wangyoujingtantaimaile! [BT: Foreign media revealed the romance behind willow twig in China, and netizens highly loved its aesthetic meaning]", and the additional part in Chinese translation demonstrated the translator's distortion of the original neutral position into the target text's positive posture.

Examples of omission in the journalistic translation are less apparent. In translating "Coronavirus Japan declares virus emergency in Tokyo as Olympics near (The 2020 Tokyo Olympics Game 2021-4-25)" into "东京奥运会临近 日本宣布进入紧急状态 dongjingaoyunhuilinjing ribenxuanbujinrujinjizhuangtai [BT: Japan announces a virus emergency as the Tokyo Olympics approach," the translation deleted "coronavirus" because it is already well-known to the majority of readers.

#### 4. Analytical Model

Utilizing a case study procedure as a specific strategy can aid researchers in achieving their dependability objective. In other words, subsequent researchers can repeat the study procedure with the same outcome (Yin, 2009, 2011). Appraisal Theory and Narrative Theory provide a theoretical proposition for the analysis process in the present investigation.

For example, the analytical model utilized three factors to assess graduation type deviations and direction deviations to discover patterns of position shifts in translated journalistic texts.

The first parameter is the type of graduation. As discussed previously, there are two sorts of AT graduation: focus and force. When a deviation was produced with the adjustment in the semantic category, such as translating "strict COVID rules" into "东京奥运会第三版防疫手册 dongjingaoyunhuidisanbanfangyishouce [BT: Tokyo Olympics Playbook Version Three]," it was categorized as a focus deviation. When a deviation was generated with semantic changes in quantity or intensity, as in the cases of rendering "food waste" into "数千份食物无人吃 shuqianfenshiwu wurenchi [BT: thousands of uneaten food]," it was categorized as a force deviation.

The second parameter is graduation direction, which refers to the semantic changes in linguistic resources caused by shifting direction, i.e., increasing or decreasing the value contained in the resources. Focus deviations can occur in the direction of sharpening or softening, like sharpening in translating "the things that we are looking at" into "我们目前正在研究的问题 womenmuqianzhengzaiyanjudewenti [BT: the problem that we are looking at]." Force deviation can be produced by either scaling up or scaling down, such as scaling down in rendering "performing in front of a big crowd" into "在人群前比赛 zairenqunqianbisai [BT: performing in front of the crowd]."

The third parameter for the deviation pattern in stance, namely whether the evaluative expressions are negative, neutral, or positive. Both focus and force variations might result in a shift in journalistic documentation' expression of values. For instance, the rendering of "covering the 16 days of the embattled Games in its entirety" into "持续16天的奥运会将在此期间举办 chixu16tiandeayunhuijiangzaicijianjuban [BT: covering the 16 days of Olympic Games in its entirety]" shifts the negative reference into a neutral one, while turning "putting them in a bubble when they arrive and until they leave Japan" into "在他们抵达后一直到离开日本前都处于一个气泡般（封闭安全的）环境 zaitamendidahouyizhidaolikairibenqiandouchuyuyigeqipaoan (fengbianquande) huanjing [BT: putting them in a bubble (closed and safe) when they arrive and until they leave Japan]" produces a shift from neutral into positive.

According to Zhang (2013), who examined position and mediation in transediting news headlines, translators must consider the target readership in the translation process to include her "voice" in the limited space of the news event. The next example (Example 1) explains how the obtained data would be coded and analyzed according to the previously described method. It also describes the progression of stance variation in the journalistic translation process.

### Example 1:

**ST:** Tokyo organizers apologize for food waste in latest Games headache (The 2020 Tokyo Olympics Game 2021-7-29)

**TT:** 浪费！开幕式数千份食物无人吃被直接扔掉，东京奥组委发言人道歉 langfei! Kaimushi shuqianfen shiwu wurenchi bei zhijie rendiao, dongjing aozuwei fayanren daoqian

**BT:** What a waste! Tokyo Olympic committee spokesman apologized for the fact that thousands of uneaten foods were disposed of directly in the opening ceremony

From the Appraisal Theory perspective, example 1 illustrates the upscaling of force in the graduation subcategory when a deviation was generated with semantic changes in quantity or intensity, as in the cases of rendering "food waste" into "数千份食物无人吃shuqianfen shiwu wurenchi [BT: thousands of uneaten food]," it was categorized as a force deviation. Concerning the expression of "数千份 shuqianfen [BT: thousands of]" in TT, the direction is upscaling.

Example 1 depicts, from the standpoint of Narrative Theory, how the translator utilized the selective appropriation of addition in the headline translation of the 2020 Tokyo Olympics, which is about criticism of the food issue during the opening ceremony of the Tokyo Olympics. "Food waste" in the source text was translated into Mandarin with additional information, such as "thousands of," "uneaten," and "be disposed of promptly" by the translator.

Under the context of the target text, readers were made to believe that the opening ceremony generated an exaggerated amount of garbage. Considering waste behavior is highly punished in Chinese culture, readers are likely to have a poor opinion of the Tokyo Olympics committee.

In conclusion, Reuters's source media presented the event objectively, reporting only the organizers' apology. By adding extra material, China Daily's target media turned the statement into a negative posture. This is how the shift in stance occurred in journalistic translation.

## 5. Case analysis

To collect data for this study, the author scanned all bilingual (English and Chinese) sports-related news pieces published on the China Daily website between January 2018 and February 2022 and compiled them into a database. The author then split the collected sports news articles into five subthemes: the 2018 Pyeongchang Winter Olympics, the 2018 Russia Football World Cup, the 2020 Tokyo Olympics, the 2020 Tokyo Paralympics, and the 2022 Beijing Winter Olympics. In addition, the database contains 21 additional

sports news reports from October 2018 to January 2022, which are classified under the sixth subtheme. The current investigation will be based on these six sub-themes and 99 sports news items. Below is a table (Table 1) that includes information about the research database.

**Table 1:** Database information

Sub Themes	Sports Events	Published time	Number of News Reports
1	The 2018 Pyeongchang Winter Olympic Games	20180208-20180224	10
2	The 2018 Russia Football World Cup	20180611-20180712	10
3	The 2020 Tokyo Olympic Games	20180104-20210815	30
4	The 2020 Tokyo Paralympic Games	20210824-20210826	3
5	The 2022 Beijing Winter Olympic Games	20180808-20220221	25
6	Other sports news collections	20181011-20220115	21

### 5.1 Stance variation in news headlines translation

#### Example 2:

**ST:** Winter Olympics 2018: Will Pyeongchang be too cold for a Winter Games? (from the 2018 Pyeongchang Winter Olympics Game, 2018/2/8)

**TT:** 平昌冬奥会或成史上最冷 加拿大运动员都扛不住了 pingchangdongaohuihuochenglishishangzuilen jianadayundongyuandoukangbuzhule

**BT:** Pyeongchang Winter Olympics may be the coldest in history. Even Canadian athletes cannot stand it.

**Analysis:** According to the conceptual framework of Appraisal Theory, the sharpening in the focus system of the graduation category is an indication of prototypicality. The author of the source text posed a question doubting if it was too chilly to convey the unexpected coldness in Pyeongchang. Moreover, the translator directly expressed it was the coldest Winter Olympics in the target text by saying, "史上最冷 shishangzuileng (the coldest in history)." The move from a questionable query of "too cold" to a more certain statement of "the coldest in history" demonstrated the shift from a neutral to a negative attitude. Additionally, the translator even added some extra information to emphasize the coldness in Pyeongchang by stating, "加拿大运动员都扛不住了 jianadayundongyuandoukangbuzhule (the Canadian athletes cannot stand it)." This example demonstrated how translators' adding method of selective appropriation transformed the neutral tone of the source text to a negative tone in the target text.

#### Example 3:

**ST:** Tokyo Paralympics press ahead to allow students to attend (from the 2021 Tokyo Paralympics Game, 2021/8/24)

**TT:** 严峻疫情之下 东京残奥会将欢迎13万学生现场观赛 yanjunyiqingzhixiadongjingcanaohuijianghuanying13wanxueshengxianchangguansai

**BT:** Under severe panic, Tokyo Paralympics will welcome 130 000 students to attend and watch the games in the stadium.

**Analysis:** Based on the subcategory of graduation, "13万 13 wan (130, 000)" in the target text belongs to the quantification of force system, which refers to the number of subjects. However, there is an apparent upscaling in the translation, transferring from "to allow students" in the source text to "欢迎 13万学生 huanying13wanxuesheng (welcome 130, 000 students)" in the target text. In the source text, the author merely mentioned "to allow students" without any number to indicate the crowd of the audience, which can be seen as not expressing any preferred stance, namely the neutral attitude. By adding "严峻疫情 yanjunyiqing (severe panic)" and "13万13wan (130, 000)", the translator emphasized the negative stance in the target text and led the target readers to criticize the irresponsible policy of Tokyo Paralympics.

#### Example 4:

**ST:** Half of Tokyo's universities to use credits to "convince" students to volunteer in the 2020 Olympics (from the 2020 Tokyo Olympics Games, 2018/9/12)

**TT:** 东京奥运: 做志愿者给学分? 这还是"志愿者"吗? dongjingaoyun: zuozhiyuanzhegeixuefen? Zhehaishi "zhiyuanzhe" ma?

**BT:** Tokyo Olympics: Can the volunteers get credits? Can they be called "volunteers" if they get credits?

**Analysis:** In contrast to the previous example of upscaling, this example demonstrates downscaling. This occurrence was common among Japanese colleges, as indicated by the author's usage of "half of" to enumerate the number of universities that pledged to add credits for student volunteers in the original text. The translator omits the number in the target text and refers to volunteers only. It pertains to the downscaling of force type within the system of graduation. Yet, the translator additionally reinforces the negative tone by employing two question marks to cast doubt on the reasonableness of these universities' credit policies. The

negative position is evident from these two queries in the target text. There is a shift from a neutral position in the source text to a negative stance in the target text due to the selective appropriation and exclusion of the translator.

### **Example 5:**

**ST:** Top five youngest Olympics gold medal winners of all-time (from the 2020 Tokyo Olympics Game, 2021/7/28)

**TT:** 全球最年轻的5位奥运冠军，其中一位来自中国 quanqiu zuinianqingde 5wei aoyunguanjun, qizhongyiweilaizhongguo

**BT:** Top five youngest Olympics gold medal winners in the world, one from China.

**Analysis:** The headline of a news article on the 2020 Tokyo Olympics provided a second illustration of the upscaling quantified force system kind. The author did not mention a Chinese athlete in the source text, but the pertinent narrative of the Chinese gold medalist in platform diving, Fu Mingxia, was published in this news article.

However, the translator added "其中一位来自中国 qizhongyiweilaizhongguo (one from China)" to adjust the target readership. By employing selective appropriation of addition, the translator changed the original neutral posture toward China to a positive stance in the target text.

### **Example 6:**

**ST:** Syrian table tennis player invited to China (from the 2020 Tokyo Olympics Game, 2021/8/5)

**TT:** 叙利亚乒乓球女孩梦想来华训练，中国：安排！ xuliyapingpangnvhaimengxianglaihuaxunlian, zhongguo: anpai!

**BT:** Syrian table tennis girl dreamed of training in China, and China said yes!

**Analysis:** Occasionally, a translator can produce a stance variation by modifying and adding text. For instance, in the source text, the author defined the fact using the word "invited," and the headline does not provide additional information. Perhaps the reader will wonder, "who invited her?" and "would China grant her request?" The translator added the needed information to the target readers and expressed a quite positive attitude toward China by stating, "女孩梦想来华训练nvhaimengxianglaihuaxunlian (girl dreamed of training in China)" and "中国：安排！ zhongguo: anpai! (China said yes)". In this approach, the author portrayed China favorably by praising China's hospitality in embracing the Syrian table tennis player.

### **Example 7:**

**ST:** Coronavirus: How China is keeping busy during quarantine (from another news category, 2020/2/28)

**TT:** 云健身、云泡吧：疫情下的中国人万事皆可“云” yunjianshen, yunpaoba: yiqingxiade zhongguorenwanshijieke"yun"

**BT:** Online gyms and cloud clubs: Chinese people can finish everything online under the Covid panic.

**Analysis:** Another instance of the sharpening in the focus system of graduating subcategories was found in a BBC news report in 2020. The author described in the headline how China is occupied in the social context of preventing the spread of the virus. It was a question mark in the source text and indicated uncertainty in a neutral position. Nevertheless, the translator did not exactly translate the original paragraph into Mandarin and instead provided the solution to the query from the source text. Hence, the translated title included Chinese citizens' actions during the Covid panic, such as joining online gyms and clubs. In this method, a positive tone was disclosed in the target text by highlighting online activities conducted in China at that time.

### **Example 8:**

**ST:** Beijing 2022 gets high marks for sustainable artificial snow (from the 2022 Beijing Winter Olympics Game, 2022/2/16)

**TT:** 北京冬奥会的人造雪获运动员盛赞：迄今为止最好的 beijingdongaohuiderenzaoxuehuoyundongyuanshengzan: qijinweizhizuihaode

**BT:** Beijing Winter Olympics gets high marks for artificial snow, and the athletes say it is the best.

**Analysis:** The words "high mark," "praise," and "best" are typical attitudinal expressions of quality in the Appraisal Theory. The source text's author expressed a positive attitude by stating "high remarks." Moreover, the translator emphasized goodness and praise by using the words "盛赞 shengzan (high marks)" and "最好 zuihao (best)" in the target text. The adding expression of "迄今为止最好的 qijinweizhizuihaode (the best)" also implied the stance shifted from a positive attitude in the source text into a more powerful positive one in the target text.



## 6. Discussion

### 6.1 Analysis of the Appraisal Theory

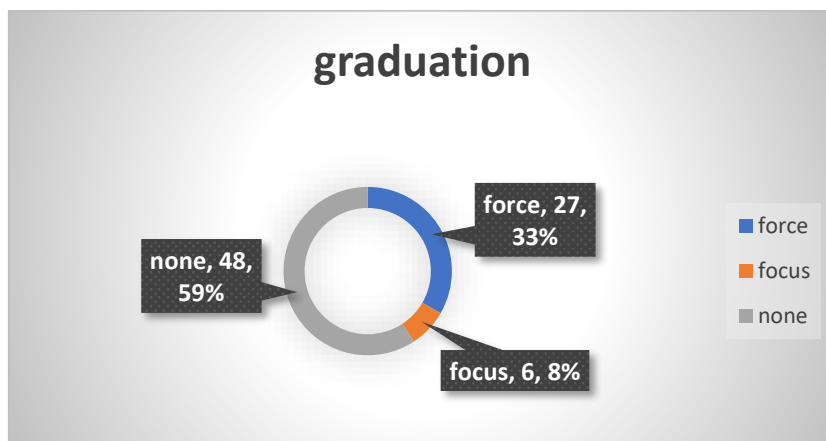


Figure 3

After calculating the instances of graduation, the author discovered that the type of force was more prevalent than the type of concentration. There are 27 news headlines translated with force, accounting for 33% of the entire database.

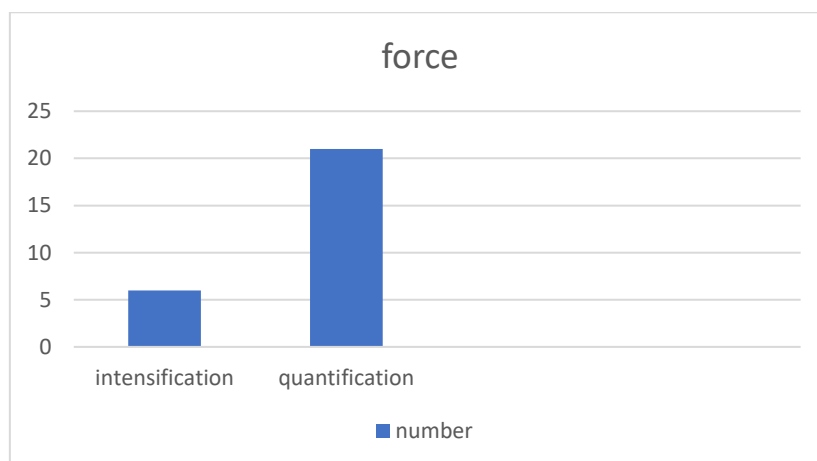


Figure 4

Quantification refers to measurements of quantity and the presence of many items. The number of quantifications in Figure 4 is roughly four times that of intensifications. By comparing the source text and the target text of news headline translation, it is also simple to detect the quantification of the force system because the emphasized calculation results, such as "30 golds" and "500万元(5000, 000 RMB)," are visible when comparing the source text and the target text.

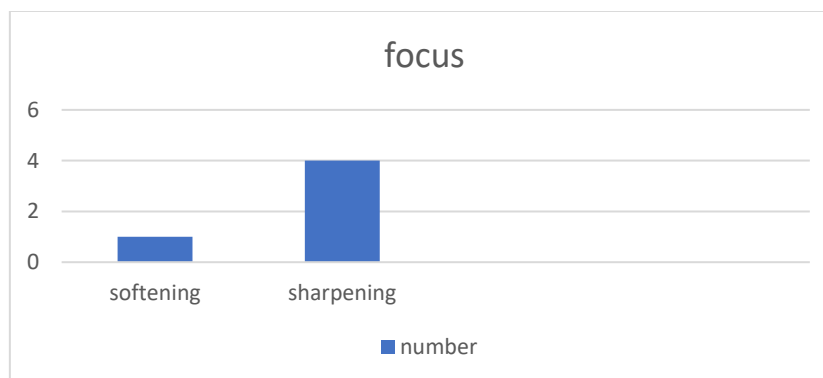
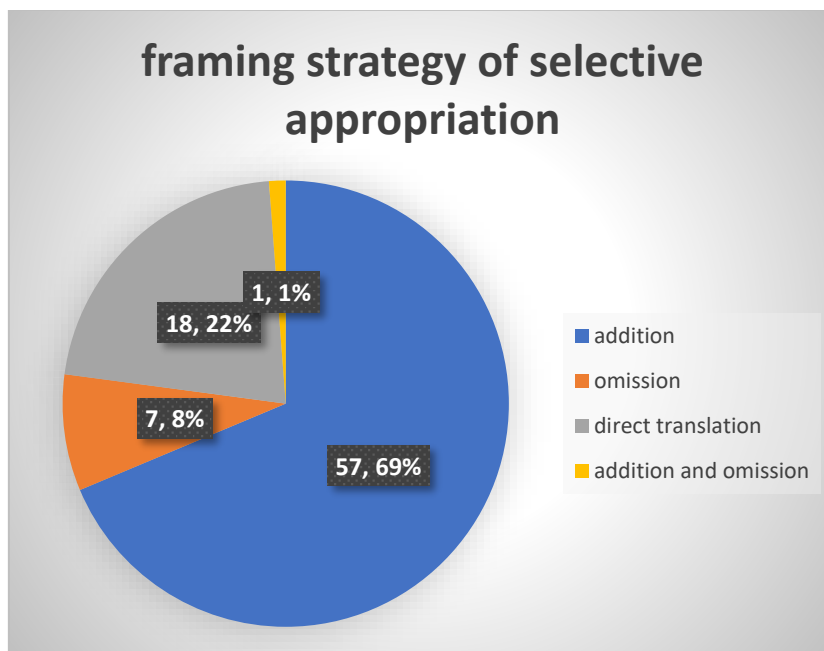


Figure 5

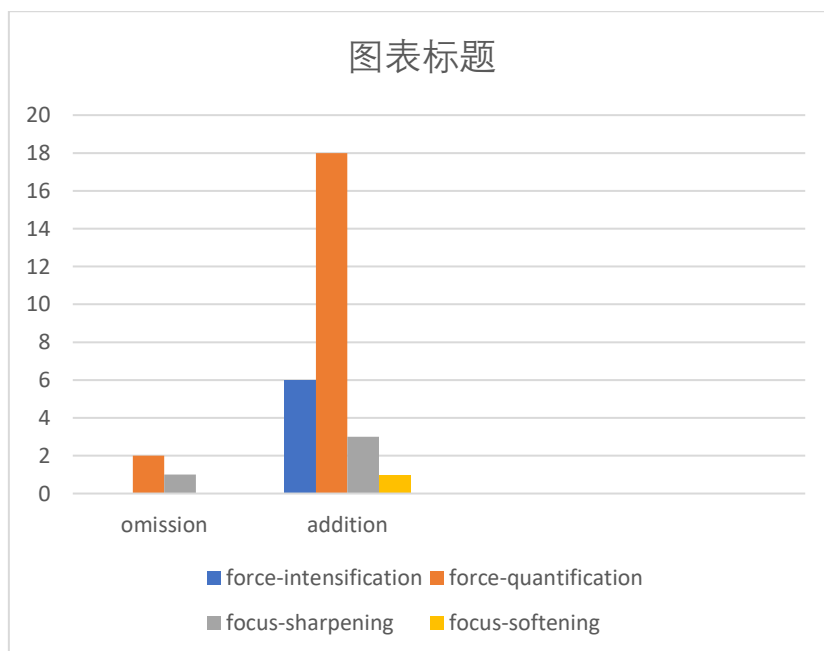
Figure 5 shows that the sharpening dominates the subcategory of focus by a factor of four. Yet, only two instances of type softening made selective use of addition in translation practice.

**6.2 Analysis of the Narrative Theory**



**Figure 6**

Wu (2018) asserted that selective appropriation is readily identifiable because patterns of omission and addition can be traced between the source text and the target text (p.5). In the present study, the author examines selective appropriation in detail and provides a more tangible understanding of how addition and exclusion re-frame the position of the original news items. It is evident from figure 1 that selective appropriation of addition is the most prevalent approach for interpreting news headlines. There are 57 translated news headlines with addition, or 69% of the total, compared to just 8% with removal.



**Figure 6**

Figure 6 is a detailed illustration of the database from both Appraisal and Storytelling Theory perspectives. In general, there are much more instances of addition in selective appropriation in the database, and the type of quantification of force system in the graduation subcategory occupies the top spot in Figure 6.

## 6.3

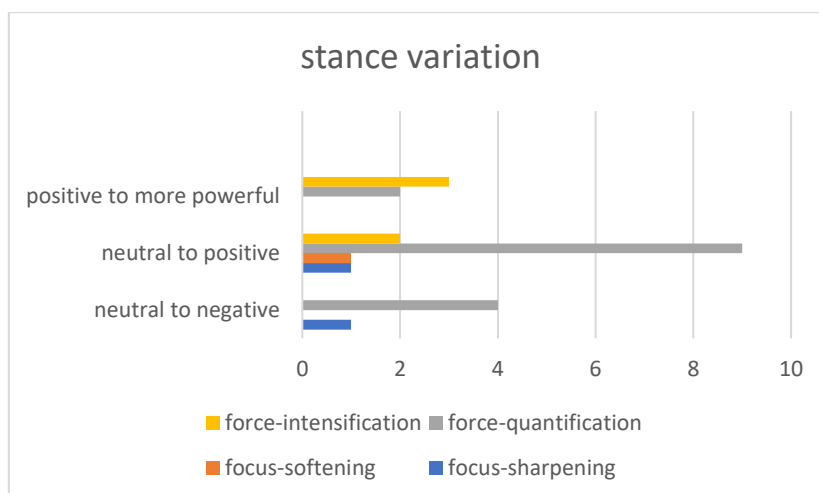


Figure 7

There is a clear predominance of cases with a range of attitudes from neutral to favorable. The cases of quantification-type force systems would be the most apparent. The preceding examples explain how the translator completed the variation process via translation.

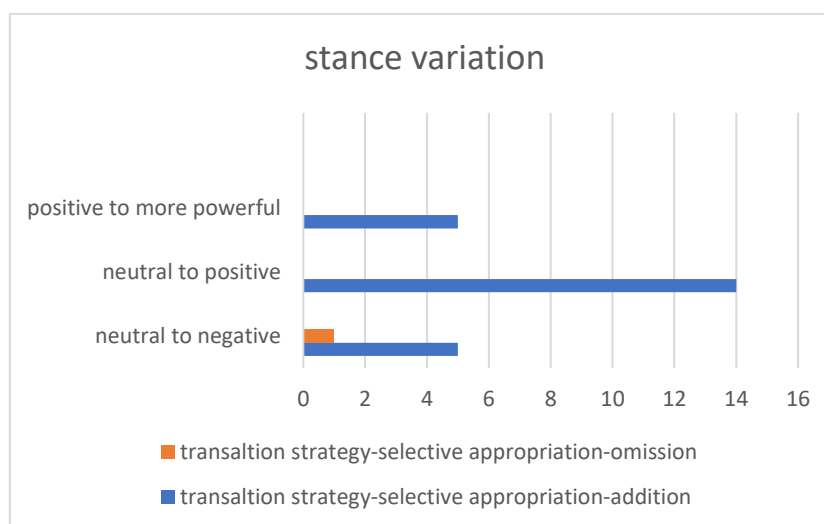


Figure 8

Only one instance of omission was found, reflecting the shift from neutral to negative. The following illustration demonstrates the translation process.

Figure 8 illustrates that most translated headlines acquired a favorable tone due to translator manipulation. As shown in Figure 8, special places should add examples from a positive position to a more forceful positive. The following illustration demonstrates the point.

## 7. Findings

In 2009, Bielsa and Bassnett produced *Translation in Global News*, a book about journalistic translation that assisted in understanding the probable limits affecting translators' manipulation. According to Bassnett and Bielsa (2009), journalistic translation is similar to research interpretation in that it entails the adaptation of a foreign text for a local audience. Zhang (2013) also found that the target audience is the most important thing to consider while translating news. In instances of online China Daily sports news headline translation, the primary consideration for addition or deletion was the intended audience. Zhang (2013) studied Chinese and Western perspectives based on Martin and White's (2005) sub-grading of judgments and concluded that the Western perspective leans more towards social esteem. In contrast, the Chinese perspective leans more towards social censure. In this instance, Zhang (2013) argued that the translator's grasp of the social value of the target culture influences the mediation of posture.

A good story may pique the interest of Chinese readers and facilitate their acceptance of the news report. Hence, the translator re-framed the news for the intended audience to pique their interest in the translated narrative. Consider Example 5 as an example. The English language condemns the neutral approach in Olympic history documentation. But, if the Chinese version correctly depicted the narrative, Chinese readers might view it as an ordinary narrative and overlook the fact that one Chinese athlete is listed. To match the intended audience's expectations, adding such Chinese-style expressions is justified.

News translation is also affected by the social values and beliefs of the target audience. Due to China's severe criticism of food waste, news accounts of the waste in the opening ceremony of the 2020 Tokyo Olympics are put in the backdrop of conflict and violence. The Anti-food Waste Law, released in April 2021 to ensure grain security in China, echoes The New Clean Your Plate Campaign, announced in August 2020 by President Xi Jinping (Choksey, 2021; Song, 2021). Luo and Zhao (2021) proposed a Food Waste policy strategy for local government control. Feng, Marek, and Tosun (2022) claimed that it is essential to raise the consciousness of Chinese residents to combat food waste to conserve natural resources. Consider Example 1 as an example, where the translator included extra information to attract the attention of target readers by emphasizing the negative aspect of food waste in the altered translation of the news headline.

According to Zhang (2013), translated news headlines convey the essential facts of the news event to improve the text's reception, attracting more readers in the target context. Based on the previous analysis in the present study, the author concluded that news translators for the online China Daily were bound by factors such as target readership and sociocultural values and views.

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