A Case Study on the Influence of Ideology in Chinese-English Translation during the 2008 Beijing Olympic Games

UNE ÉTUDE DE CAS SUR L'INFLUENCE D'IDEOLOGIE DANS LA TRADUCTION CHINOISE-ANGLAISE PENDANT LE JEUX OLYMPIQUES DE BEIJING 2008

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Abstract: This study adopts translation model theory to analyze data from authorities responsible for Chinese-to-English translation of Beijing Olympics-related documents. By examining the translation process and investigating the supretextual and textual parameters influencing translators, the current paper aims at revealing the ideological influences on the translation practice. The adaptation translation strategies are employed in the translation of Olympic texts, but under one premise: the most conveyance of the ideological intentions in the source text.
Key words: Translation model; Translation process; Ideology; Supretextual parameter; Textual parameter

Resumé: Cette étude adopte la théorie de la traduction modèle pour analyser des données des autorités responsables de la traduction chinoise-à-anglais de Pékin, des documents concernant les Jeux olympiques. En examinant le processus de traduction et examinant le supretextual et les paramètres textuels influençant des traducteurs, le journal actuel vise à révéler les influences idéologiques sur la pratique de traduction. Les stratégies de traduction d'adaptation sont employées dans la traduction de textes Olympiques, mais sous une prémisse : la plupart de transport des intentions idéologiques dans le texte source.
Mots-clés: Modèle de traduction; Processus de traduction; Idéologie; Supretextual paramètre; Paramètre textuel

1. INTRODUCTION

1.1 Introduction to Translation Studies

Translation has long been regarded as a pure technical operation of linguistic transfer that has nothing to do with values and judgments. However, in recent years, the theoretical anchor of translation studies has

gradually moved from static texts to dynamic texts. The focus is no longer on differences of linguistics structures between two languages, but on cultural significances behind translated texts and translation practices such as ideological differences. Translation study scholars have expanded their areas of work from translation per se to descriptive and explanatory research on the interactions between translation and society, translation and politics as well as translation and ideology.

1.2 Studies on Beijing 2008 Olympic Games

1.2.1 Political Studies on Olympics

Sport is believed to include no political elements in it. Ma (2008) pointed out "the basic social function of sports is to strengthen human physical quality, which is non-political by any means; the athletic techniques, training methods, outfits and equipment and venues have no connection with politics neither. The only item that creates the constant interaction between sport and politics is culture. The Olympic theme, 'science, democracy, peace, friendship', contains all the significant political and cultural elements for the mankind" (p. 10).

Deng (2009) claimed that modern athletic sport is naturally tied with politics, although the international community is universally against politicization of sports. She pointed out that "some individuals and NGOs have turned sport fields into arenas where they conduct political activities and achieve political goals. Some governments have also regarded sport as a tool to win political leverage in international politics. Sport fields have even become places of competition and confrontation in international relationships. "

Olympic Games are the comprehensive sports event with the largest scale in the world. "As Olympic Games develop into a global event, a market operation and a complete set of industries, they have established close connections with national interests. To host the Olympic Games will bring the hosting country huge political influences around the world, and the event will boost local economy, making the bidding for Olympic Games no longer a pure sports issue, but a wide range of diplomatic and domestic affairs to safeguard a nation's political and economic interests" (Ma, 2008:10). In fact, the Olympic Games, from its bidding to the preparation work to the actual event, have become a full range of courses intricately involved with political and economic issues.

Zhang (2010) reviewed the distinction between the political functions of Olympic Games and the so-called "politicization of Olympic Games" in existing literature. Some scholars held that "Olympic Politics" with the purpose to realize the political functions of Olympic Games aims at upholding the Olympic spirit and facilitating mutual respect, mutual care, equal communication and friendly cooperation among nations through sports, hence making common efforts to build a peaceful, friendly and better world. In this sense, "Olympic Politics" is a positive conception. In contrast, "politicization of Olympic Games" includes wrong acts which interfere sports with vicious intentions and political means to turn Olympic Games into means for specific political purposes; hence it is a negative conception. Meanwhile, some other scholars believed that the relationship between politicization and de-politicization of Olympic Games is not one between ideals and realities as people usually perceive, but one between the interests of a specific nation (a partial interest) and the common interests of all nations (a universal interest). When an act is taken to realize the common interests of all nations, it is taken as an effort in de-politicization of Olympic Games; when it is taken to realize the interests of a specific nation, it is seen as an effort in politicization of Olympic Games.

In fact, the above-mentioned distinction does not touch the essence of this issue. I believe that there is no absolute positive/negative distinction or right/wrong distinction between "Olympic Politics" and "Olympic politicization". All Olympic Games-related issues other than sports proper, be it political, economic or cultural, result from the operation of ideology in the universal sense. Chen (2008a, 2008b) defined politicization of Olympic Games as acts aiming at achieving political ends through Olympic Games, which not only cover all the political functions of Olympic Games mentioned above, i.e. "those that facilitate the elimination of unfair phenomena in the international community, promote the growth of national cohesion and advance friendship among nations" (Chen, 2008a), but also include acts that "intend to achieve political purposes through Olympic Games, during which the development of Olympic movement can be jeopardized" (Chen, 2008b).

1.2.2 Politicalization and Depoliticalization of Beijing 2008 Olympic Games

The slogan of 2008 Beijing Olympic Games is "One World, One Dream, which fully reflects the essence and the universal values of the Olympic spirit: Unity, Friendship, Progress, Harmony, Participation and Dream. It is a profound manifestation of the core concepts of the Beijing Olympic Games. It reflects the values of harmony connoted in the concept of "People's Olympics", the core and soul of the three concepts: "Green Olympics, High-tech Olympics and People's Olympics". While "Harmony of Man with Nature" and "Peace Enjoys Priority" are the philosophies and ideals of the Chinese people since ancient times in their pursuit of the harmony between Man and Nature and the harmony among people, building up a harmonious society and achieving harmonious development are the dream and aspirations of modern Chinese people. The integration of typical Chinese ideology with the ideals of the Olympic movement in the slogan indicates rich ideological appeals.

Chen (2008a, 2008b) listed some of the acts that Chinese media considered as "politicization of Olympic Games" by western countries during the preparation period of Beijing Olympics, such as the boycott with excuses of Tibetan issue and Taiwan issue, the boycott with criticism of China's "indifference" towards the situation in Darfur, Sudan due to its interests in oil, and the interference of torch relay in western countries.

China has reiterated its opposition to the efforts to politicize Beijing Olympics, and has labeled all the said events as efforts to "politicize Olympic Games", which carry a negative implication. At the same time, the Chinese government attaches great expectations to the success of Beijing Olympic Games, hoping to achieve a series of goals with the satisfactory preparation work and the splendid sports events, such as to enhance China's national image, to advance the contacts and understanding among nations, to increase China's international influence, to promote China's traditional culture and development ideals, to strengthen China's "soft power" such as cultural attractiveness, to facilitate China's economic development, to improve Chinese people's personal qualities, to intensify the nation's cohesion and national identity, etc. All these purposes are naturally perceived by the Chinese government as consistent with the "political functions of the Olympic movement", which contain universal and positive significance. In other words, they are not labeled "politicization of the Olympic Games".

However, in essence, both the political efforts made by western countries and opposed by the Chinese government and a wide range of non-sport efforts made by China itself are initiated through Olympic Games for purposes other than athlete competition. All the efforts are driven by ideological intentions, which can be revealed in the translation of various texts by Beijing Organizing Committee of Olympic Games (BOCOG).

2. TRANSLATION MODEL THEORY

Translation model refers to "the general description of the whole translation process and a set of standard operation procedure set for translation activities" (Xu, 2008). According to L. Barkhudarov, translation includes two aspects: translation process and translation result. The translation model the translator adopts during the translation process determines the translation strategies and the translation result. The Translation Model Theory is designed to describe the actual translation process and then to interpret the essence of translation. However, most existing studies on translation have put focuses solely on translation results, and have unconsciously neglected the in-depth analysis on the translation process.

W. Wills proposed that the translation process can be divided into two stages. The first one is "analysis"; during this period, the translator deliberates on the major intention of the source text. The second one is "reproduction", during which the translator reproduces the intentions of the source text. Wills was aware that the thinking done by the translator during the translation process has great influence on the translation result, and he considered the analysis of intentions of the source text as an indispensable part in translation. He proposed that it was necessary to consider the meanings and rhetorical device employed in the source text, but failed to take cultural and contextual elements into consideration (Xu, 2008).

Drawing accomplishments from psycholinguistics and artificial intelligence, R. T. Bell systematically studied the translation process under the basic principles of semantics, pragmatics, discourse analysis, functional grammar and the information theory. He came up with the following psychological model of

translation: 1. source discourse analysis process (grammatical analysis – semantic analysis – pragmatic analysis –semantic expression); 2. comprehensive process of semantic expression (pragmatic comprehension –semantic comprehension –syntactic comprehension). Bell's description and summary of the translation model touch upon the essence of translation, which is a useful guidance of the analysis in the current study.

In the context of "Cultural Turn", translation has been interpreted as a comprehensive process that covers the object (the text), the subject (the translator) and the interaction between the two. It is more significant as a process than as a result. The methodology of translation model study that combines studies on translation process and on translation result provides a powerful toolkit for the in-depth and detailed discussion in how ideology works in the translation process. The current study will adopt W. Wills' and R. T. Bell's translation model theories and discuss the actual translation process and compare two versions of translation result: the first draft and the final version of the translation. By analyzing the ideological consideration taken in each translation step and comparing the various revisions made from the first to the final version, I try to reveal how ideology influences the translation process in aspects of vocabulary list, sentence structures, tones and the overall style of the translated text, hence revealing the power structure implied in such operation.

3. ANALYSIS ON TRANSLATION PROCESS OF OLYMPIC TEXTS

In line with Wills' and Bell's theories, the current study presumes that the discussion of the translation process starts with the translator's thinking on the major intentions of the source text before setting out for actual translation. I will investigate the ideological context of the source text and reconstruct its intention with the translated text. The reasons why translator needs to fully grasp the major intentions of the source text are to determine the translation strategies with pre-set principles, locate the key wording, syntactic features, tones and the overall style so as to be prepared instead of falling lost in the ideological framework set by the source text. After that, I will investigate the vocabulary list, the choices of sentence structures, the selection of tones and the review of the overall style of the first draft of translation, and conduct analysis on the intentional revisions in the translated text compared with the source text. In the end, with these revisions as evidence, I can reveal the ideological influences exerted on the translation process.

The current study will analyze Speech at One-Year-To-Go Celebration for Beijing 2008 Paralympic Games (Sep. 6th, 2007) by a top leader in China.

3.1 Deliberation on Source Text

3.1.1 Themes

The speechmaker, a top leader in China, is in charge of the course of people with disabilities. His presence at the One-Year-To-Go Celebration for Beijing 2008 Paralympic Games and his speech indicate that the Chinese government attaches great importance to the development of the course of people with disabilities, and convey the message that the Chinese government recognize the equal importance of the preparation for Paralympics and for Olympics, which is a spotlight issue for international media. That is the first intention of the source text. The second intention, also the major one, includes two targets: the first one is to promote China's accomplishments in the course of people with disabilities and to make them better known so as to build a positive image for China; the second one is to reiterate China's commitments to hold a wonderful Paralympics so as to consolidate China's image as a responsible power.

3.1.2 Layout

No more than 1000 words, this speech is concise and consistent with the common style of Chinese leaders' speeches at celebrations: warm-hearted, open and calm. In the beginning, the speechmaker extended his welcome to all participants of the celebration. Then he made a brief introduction to the development of the course of people with disabilities in China. He summarized the accomplishments China has been in this

course, especially those in the athletic field. In the third part of the speech, the speechmaker reiterated Chinese government's commitment to hold a wonderful Paralympics, and demonstrated the official stance to make every effort to ensure the best performance in preparation by pointing out some of the measurements adopted for this goal. In the end, the speechmaker expressed his best wishes and intensifies the happy atmosphere of the celebration, ending the speech in a brief yet strong manner.

3.2 Original Translation

After fully commanding the translation strategies, the translator responsible for the first draft of translation tried his best to accomplish the task. The first draft embodied the personal understanding of the translator to the source text and his preferences in dealing with specific parts. His choices conveyed his personal ideology, which can be revealed through the wording, the sentence structures, the tones and the overall style of his translation.

3.2.1 Setting of Vocabulary List

Before setting out to translate, the translator would do some homework in advance on certain important words and expressions. By reviewing translations of similar texts in the past and drawing experiences from his own translation practices, he established the translation of some words and expressions, such as:

No.	Sentence Number in Source Text	Source Text	Translated Text
1	Title	演講	address
2	Title	一周年慶祝	one-year-countdown
3	[1]	尊敬的	honorable
4	[3]	同志們	[omitted]
5	[5]	衷心的	heartful
6	[5]	前來參加	present here today
7	[6]	殘疾人	People with a disability, the disabled Chinese
8	[6]	重要成員	important members of human society
9	[6]	人類物質文明和精神文明	[omitted]
10	[8]	人民	people
11	[8]	高度重視	attach great importance to
12	[9]	[殘疾人]文化[事業]	cultural activities
13	[9]	全面發展	given more opportunities than before
14	[10]	自尊、自信、自強、自立	self-respect, self-confidence, self-improvement and self-reliance
15	[10]	廣泛參與	actively participated
16	[13]	崇高精神和時代風采	the spirit and image of people with a disability
17	[14]	"有特色、高水準"	"a high-level Games with distinguishing features"
18	[15]	自強不息、奮發向上	the striving spirit
19	[16]	人文奧運	People's Olympics
20	[18]	"超越、融合、共用"	"Transcendence, Integration, Equality"
21	[20]	溫暖與親情、共用幸福與歡樂	warmth and happiness

Some of the expressions listed above were apparently borrowed directly from the authorities responsible for setting standard translation for relevant terms. For instance, examples 7 and 14 were borrowed from China Disabled Persons' Federation, and example 17, 19 and 20 from BOCOG. The translator did not have a say in the translation of these expressions; he must confine himself to the ideological context set by supratextual parameters. On the other hand, examples 2, 3, 6, 8 and 18 were obviously selected from a set of eligible candidates by following the ideological preference of the translator himself. Examples 4, 9, 13 and 21 were totally the translator's own way of translating, and he did provide justification for them at the end of the translated text. As for example 4, the translator held that in face of audience from the target culture, it was necessary to eliminate the ideological traces carried by certain forms of address; hence they should be omitted in translations. As for example 9, a word culturally-loaded word, the translator preferred replacing

it with a general conception rather than translate it literally. As for example 13, the translator pointed out in his notes that since "the cultural development for people with disabilities in documents issued by authorities refers more to cultural activities than to education, hence 'cultural activities' is chosen". As for example 21, the translator held that the two sets of nouns carry the same denotation; hence omission strategy was adopted to ensure the brevity of translated text. Generally speaking, the translator preferred the strategy of adaptation. In all cases other than those confined by supratextual parameters and textual parameters, the translator spared no effort to eliminate the influence of the source text's dominating ideology on the translated text. In a word, the influences of personal ideological preferences and those from the supratextual and textual parameters were the greatest on the choice of vocabulary list in the first draft.

3.2.2 Selection of Sentence Structures

No.	Sentence Number in Source Text	Source Text	Translated Text
1	[4]	歡聚	have a happy get-together
2	[6]	重要創造者	contribute a lot to
3	[8]	歷來高度重視	has always supported and attached great importance to
4	[9]	取得了舉世矚目的成就	remarkable achievements have been made
5	[10]	中國廣大殘疾人自尊…	Featuring self-respect…
6	[13]	……是……是……	As…, …will…
7	[18]	傳遞我們共同的希望與夢想	sharing the common hope and dream

The translator's preferences on choices of sentence structures were deeply influenced by the syntactic structures in the source text, for he tried his best to come up with consistent structures in the translated text. Particularly, when dealing with juxtaposition of verbs, a typical Chinese syntactic structure, the translator showed compliance to the syntactic features in the source text. Of course, there were certain adjustments in the translated text. For instance, as for example 2, the translator turned the noun phrase into a verbal phrase; in example 4, the translator decided to employ passive voice instead of active voice; in example 5, in face with the covert predicate, a typical phenomenon in Chinese, the translator chose to use an active independent clause. In general, the dominating ideology in the source text had the greatest influence on the choice for syntactic structures. When necessary, the translator would make decisions on sentence structures based on his personal ideological preferences.

3.2.3 Choices of Voices

No.	Sentence Number in Source Text	Source Text	Translated Text
1	[5]	熱烈的歡迎	warmest welcome
2	[6]	殘疾人	People with a disability, the disabled Chinese
3	[8]	歷來高度重視	has always supported and attached great importance to
4	[9]	舉世矚目的成就	remarkable achievements
5	[10]	突出的貢獻	outstanding contributions
6	[11]	超越自我、挑戰極限	self-surmounting and challenging the limit
7	[11]	優異的成績	remarkable results
8	[13]	崇高精神和時代風采	the spirit and image
9	[15]	進一步展現	further demonstrate
10	[15]	自強不息、奮發向上的精神風貌	the striving spirit
11	[16]	大力弘揚	carry forward
12	[16]	全社會	the whole society
13	[18]	共同的希望與夢想	the common hope and dream
14	[19]	確保	guarantee
15	[20]	我們相信	I am deeply convinced that
16	[20]	共享溫暖與親情、共享幸福與歡樂	share warmth and happiness

Since this text was used at a celebration and the theme was the promotion of achievements in the course of people with disabilities in China and China's commitment to hold a wonder Paralympics, the source text contained a lot of commendatory adjectives and complicated rhetorical device to highlight China's achievements in this course, so as to convey the dominating ideological message. From the examples listed in the table it can be seen that the translator inherited this ideology in the translated text. He mad lots of efforts to literally translate the descriptive elements so as to create a complimentary atmosphere, such as in examples 1, 3, 4, 5 and 7. At the same time, the translator was also aware that if all the complicated descriptions and fancy words in Chinese were translated into English in a literal way, the translated text would not fit in the expectation of the target culture for a pragmatic and brief style. As a result, the translator simplified some terms in translation, such as in example 8, 10 and 16. In a word, the translator tried to maintain the warm-hearted and complimentary tone in the Chinese (source) text and to keep it at an acceptable level at the same time. He took the ideological acceptability in the target culture into consideration and struck a balance between the two.

3.2.4 Review of Text Style

No.	Sentence Number in Source Text	Source Text	Translated Text
1	[7-10] vs. [11]		
2	[20]	在……下，在……下	with…with…

As for the overall style of the text, the translator noticed differences between the source culture and the target culture. He made intentional adjustments accordingly, increasing the ideological acceptability in the target culture. As for example 1, the translator complained in annotations with a rhetorical question: "More time spent on social and economic contributions than on physical ones during a Paralympic Games speech?" Despite the translator's dissatisfaction with the source text, he was limited by the supratextual parameters and unable to cut out, revise or add any content. What he as allowed to do was to translate in accordance with the source text. In example, in face with a typical Chinese sentence structure with bureaucratic style, the translator was unable to eliminate the ideological traces. All he could do and actually decided to do was to weaken the stylistic inconsistency with an adaptation sentence structure "with…with…".

3.3 Group Discussion + Revisions

The first draft of the translated text integrated the dominating ideology in the source text according to the translator's understanding, the translator's personal ideological preferences and his consideration of the dominating ideological factors in the target culture for increased ideological acceptability in the target culture. After completing the first draft, the translator would submit the translated text to the translation team, composed of translation practitioners from the source culture, for group discussion. The discussion and multiple revision process would remove the translator's personal ideological preferences and add personal ideological preferences of other members. In a nut, the purpose of the group discussion was to neutralize personal ideological preferences through negotiation and to strengthen the demonstration of the dominating ideology in the source text and the consideration for the ideological context in the target culture.

3.4 Experts' Review and Final Revision

After several discussions and revisions, the translated text is submitted to the translation expert who was widely recognized as knowing the best about both the source culture and the target culture for the final review. By comparing the revisions on the wording, the sentence structures, the tones and the overall style of the first draft and the final version of the translated text, I can easily find out the ideological consideration in the translation process.

3.4.1 Revision of Word Choices

No.	Sentence Number in Source Text	First Draft	Final Version
1	Title	one-year-countdown	One-Year-To-Go Celebration
2	[1]	honorable	respected
3	[3]	[omitted]	comrades
4	[5]	heartful	heart-felt
5	[5]	present here today	all participants
6	[6]	People with a disability, the disabled Chinese	People with disabilities, Chinese with disabilities
7	[6]	important members of human society	a pillar
8	[6]	[omitted]	mankind's economic and social progress
9	[8]	people	society
10	[8]	attach great importance to	have paid great attention to
11	[9]	cultural activities	cultural development
12	[9]	given more opportunities than before	has taken great strides
13	[10]	actively participated	participated extensively
14	[11]	self-surmounting and challenging the limit	defying physical challenges
15	[13]	represent	demonstrate
16	[13]	the spirit and image of people with a disability	noble spirit
17	[15]	the striving spirit	the unremitting efforts of people with disabilities to exceed expectations
18	[15]	pave the way for further developing	broaden the horizon for
19	[16]	implement	practice
20	[20]	care and help	assistance
21	[20]	share warmth and happiness	enjoy the warm hospitality of the Chinese people and share their joy and excitement with their loved ones
22	[21]	the human society	mankind

It can be observed from the final translated text that the wordings that were borrowed from standardizing authorities were basically the same with the first draft except for the revisions on plurality problems and on those that might lead to various interpretations. This proves that both the translator of the first draft and the expert responsible for revision and final approval were strictly confined by the ideological influences of the supratextual parameters. They can not add personal preferences in these translations. In contrast, those translations chosen in accordance with the ideological preferences of the translator in the first draft from various candidates were replaced by the expert for whom the dominating ideology from both the source culture and the target culture were much more important. In example 2, the translator of the first draft used "honorable" because he observed that the distinguished guests addressed to had noble titles; however, holding that this form of address as not consistent with the Olympic ideal that "all are equal", the expert adopted "respected" instead of "honorable". In examples 5, 7 and 14, the expert adopted the adaptation strategy to increase the ideological acceptability of the translated text. In contrast to the literal translation in the first draft, the final version was more concise and easier for audience from the target culture to understand. In examples 3, 8, 12 and 21 where the personal ideological preferences of the translator were the major influence in the first draft, the expert made major revisions to conform the translated text more to the dominating ideology of the source culture and the target culture. As for example 3, the expert noticed that the addressees consisted of not only audience from the target culture, but also those from the source target. As a result, he decided to carry out literal translation instead of omitting the ideology-loaded term, so as not only to make preferences for audience from the source target, but also to conform to the dominating ideology of the source culture. As for the culture-loaded term in example 8, the expert approved the first draft translator's choice of omission strategy. At the same time, the expert held that it was crucial to keep as

much connotation in the term from the source culture as possible, hence the revised translation adopted the adaptation strategy to clarify the connotation, thus catering for the ideological demands from both the source culture and the target culture. Examples 12 and 21 apparently conformed to the dominating ideology of the source text, sparing no effort to creating a complimentary and happy atmosphere.

Revisions on examples 1, 4 and 18 adopted the adaptation strategy to increase the ideological acceptability in the target culture. For such typical wordings in the source culture as in examples 9, 19 and 20, the adaptation strategy was adopted to weaken the official ideological trances conveyed by the source text; the revision on example 10 was to make the overall style more like a speech. Revisions on example 11 specified the connotation of the expression. Revisions on examples 13 and 15 corrected the translation errors in the first draft, making the translation as accurate as possible. Revisions on examples 16 and 17 added some modifying elements, obviously adding to the complimentary atmosphere of the speech, and thus conveying the ideological intention of the source text.

Generally speaking, same as the first draft translator, the expert was also inclined to the adaptation translation strategy. However, this preference was limited by two factors. The first one was that the supratextual parameters and the textual parameters restrained the translator's personal influence on the translation. The second one was that in places where the source text conveyed prominent ideological intentions, the expert intentionally conformed to the ideology of the source text, while taking into consideration the translated text's ideological acceptability in the target culture.

3.4.2 Revision of Sentence Structures

No.	Sentence Number in Source Text	First Draft	Final Version
1	[4]	have a happy get-together	have gathered
2	[6]	contribute a lot to	making vast contributions to
3	[8]	has always supported and attached great importance to	have paid great attention to
4	[9]	remarkable achievements have been made	has taken great strides
5	[10]	Featuring self-respect…	empowered by
6	[11]	無	Likewise (adding)
7	[13]	As…, …will…	…are…where
8	[18]	sharing the common hope and dream	share our aspirations with other nations
9	[20]	I am deeply convinced that	I believe that
10	[20]	with…with…	with…and…
11	[20]	share warmth and happiness	enjoy the warm hospitality of the Chinese people and share their joy and excitement with their loved ones

The main guidance for the revision for the final translated text was to adopt more the adaptation strategy to increase the ideological acceptability in the target culture. The verbal phrase was adopted in example 1 to make the overall style more consistent with the expectation of the target culture. Also, there were a lot of verbal juxtapositions in the source text due to the influence of the dominating ideology in the source culture, like in example 2. In the final translated text, the independent clauses were employed to replace them. In examples 4 and 9, the passive voice was turned into an active one to put more emphasis on the actor; in this way, the tone of the sentence was more positive and active, conveying the dominating ideology in the source text. The addition in example 6 was to expressly convey the logic implied in sentences in the source text. In example 7, the original sentence structure was translated into a main-subordinate clause structure. The adjustment of the focus of the sentence accurately expressed the ideological focus of the source text. In example 8, "with" was added to complete the "share…with…"structure, and it responded to the "send…to…" structure in the previous sentence. This would be consistent with the overall discourse style in the target culture. Example 10 was literally translated in the first draft from the bureaucratic-tone source text. In the final translated text, the adaptation strategy was adopted to increase the acceptability in the target ideology. Likewise, example 11 was the result of balancing the demand to fully convey the

ideological intentions in the source text and the consideration for the ideological acceptability in the target text. A variety of verbal phrases were employed to color the delivery of ideological intentions in the source text and to enrich the connotations of the translated text.

3.4.3 Revision of Voices

No.	Sentence Number in Source Text	First Draft	Final Version
1	[5]	warmest welcome	warm welcome
2	[6]	People with a disability, the disabled Chinese	People with disabilities, Chinese with disabilities
3	[7]		[omitted]
4	[8]	has always supported and attached great importance to	have paid great attention to
5	[9]	remarkable achievements	[omitted]
6	[13]	the spirit and image	noble spirit
7	[14]		[omitted]
8	[15]	further demonstrate	show off
9	[15]	the striving spirit	the unremitting efforts of people with disabilities to exceed expectations
10	[16]	carry forward	further promote
11	[16]	to care for and support	to care for, respect and support
12	[16]	the whole society	throughout society
13	[19]	guarantee	ensure
14	[20]	I am deeply convinced that	I believe that
15	[20]	share warmth and happiness	enjoy the warm hospitality of the Chinese people and share their joy and excitement with their loved ones

The tone of the discourse is the emotional inclination formed by details such as wordings and sentence structures. The expert fully grasped the ideological intentions of the source text and the ideological context in the target culture, so as to accurately deliver the tone of the translated text. Example 1 indicated that it was important to keep emotional delivery moderate rather than excessively warm-hearted. After all, a significant feature of the speeches made by Chinese leaders was warm-hearted and calm at the same time. In example 2, as mentioned above, the expert fully recognized the importance of the suitable color of the words chosen and decided to follow the commonly-accepted way of translation. Examples 3, 5 and 7 were either facts the speechmaker did not take as a pride, or facts and commitments that had been repeatedly highlighted, hence they were omitted in the translated text. At the same time, the expert spared no effort to retain all the accomplishments the source text tried to deliver, and added modifiers to enrich the connotations of the text, such as in examples 6, 8, 9, 10, 11 and 15. The revision in example 13 showed the discreteness of the expert, who, instead of adopting "guarantee", a word that carried intense emotions, maked full use of "ensure", a word that delivered an appropriate amount of commitment and showed prudence at the same time. In example 14, the passive voice was turned into an active one to express the confidence expressed in the source text.

3.4.4 Review of Text Style

As for the overall style, the expert intentionally weakened the bureaucratic tone delivered by the source text. His careful distinction between official ideology and the dominating ideology in the source text (the latter includes the former while the former typically indicates the latter) and the adaptation of the bureaucratic wordings and sentence structures enhanced the ideological acceptability in the target culture. In addition, since the expert was not entitled to significantly modify the discourse style of the source text, he could only try his best to strike a balance between the full conveyance of the ideological intentions in the source text and the maximization of the translated text's ideological acceptability in the target culture.

4. CONCLUSION

All the translations related to the Olympic Games, be it the first draft or the final approved version, are limited by the supretextual parameters and the textual parameters. The translators and experts must conduct translation practice within and in accordance with the conventions set by the supretextual parameters and the textual parameters. The first draft of the translated text carries a lot of personal ideological preferences; in contrast, after several revisions, the major influences the final translated text receives are the balanced consideration for the dominating ideologies from the source culture and the target culture. Generally speaking, the adaptation translation strategies are employed in the translation of Olympic texts, but under one premise: the most conveyance of the ideological intentions in the source text. The official ideology in the source text is a typical dominating ideology in the source culture. However, for China's effort to de-politicize Beijing Olympic Games, which in itself is an ideological effort, de-officialization has become the most important task for Chinese-English translation. Under this premise, the translator's priority is to fully and comprehensively convey the ideological intentions of the source text. At the same time, the translator needs to take into consideration the ideological acceptability of the translated text in the target culture. The final version is therefore a consequence of compromise and negotiation. Under the premise that the conveyance of the ideological intentions of the source text is not severely jeopardized, the translator would adopt the adaptation strategy, which in fact carries an ideological purpose as well: to demonstrate China's attitude and efforts to be open to the outside world and to conform to international rules.

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