THE ANALYSIS ON APPLICABILITY OF ADOPTING TRANSLATION PROCEDURES OF GENERAL TEXTS ON WEBSITE TEXTS – A CASE STUDY OF LOW-LOCALIZED E-COMMERCE WEBSITE

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Abstract

The prevalence of internet has been opening the opportunities for business by facilitating the growth of e-commerce websites. Customers from around the world now can make an order easily on websites, which gives prominence to website translation for being the bridge to bring in more profits. However, the characteristics of website texts are different from traditional general texts to translators, thus this study aims at analyzing the applicability of adopting translation procedures for general texts on website texts to give advices to website translators. The study collects static information of English texts and Chinese translations from U.S. e-commerce website and analyze the data by four procedures: transposition, literal translation, calque and clause and sentence structure. The result shows the procedure of literal translation is mostly used in the data. The reasons are the easy grammatical structures of lexemes of the English source texts, so the texts can be put into the limited space of layout with pictures and photos, and customers can focus on products without being distracted by long and hard words. Hence, the process of translating static website texts is easier than translating general texts.

Keywords: website translation, website localization, e-commerce websites, translation procedures

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分析一般文本翻譯策略適用於網站翻譯
－以低在地化購物網站為個案分析

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摘要

網路的應用為現今的世界帶來更多可能性，網站在其中的影響力不容忽視。交易活動透過網站帶來全世界的消費者，也因此彰顯了網站翻譯的重要性。然而於譯者而言，網站文本的特性不同於一般文本，因此本文探討一般文本的翻譯策略會如何應用於網站翻譯，提供翻譯網站的建議。本研究以美國購物網站為研究對象，並從「關於我們」的頁面中收集屬於靜態訊息（static information）的英文原文及中文翻譯，以「詞性轉換」、「直譯」、「借譯」、「句構變化」四種策略進行分析。研究結果顯示購物網站的翻譯當中，「直譯」的應用最普遍，其原因為原文簡單的文法結構及用字，以方便排列在被插圖及圖片限縮的空間，也能讓消費者專注於商品本身而不被冗長的文字干擾。因此，比起一般文本的翻譯，翻譯靜態的網站文本事實上較為單純。

關鍵字：網站翻譯、網站在地化、購物網站、翻譯策略

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1. Introduction

1.1 Research Background

In the modern society, internet has been indispensable as it has been a gateway to many possibilities. Yunker (2003) describes the internets as "a marketing channel, a software product, a brochure, a shopping mall or all of the above" (p. 4), e-commerce as an online commercial activity has reshaped the business world and continuously flourished. The report published on May, 2020 by Grand View Research Inc shows the world e-commerce market valued USD 9.09 trillion in 2019 was estimated to grow 14.7% between 2020 to 2027, which highlight its constant growth and importance. The enormous profits and shares comes from the users around the world, which gives prominence to the website translation to usher global users in. Website translations thus has been discussed and researched in the discipline of translation studies.

The discussions on website translation has been bound up with website localization. Localization can be generously referred to "the processes by which digital texts are modified to be used by audiences in different sociolinguistic regions and to the products of these processes themselves" (Jimenez-Crespo, 2013, p. 12). On the basis of the definition, website translation has been a part of localization process. Hence, the strategies of website localization would affect the strategies of website translation. With the limited time, budgets and resources, the strategies and levels of localization depend on the potential benefits such as ROI (Return on Investment). Lockwood (2000) distinguishes localization level into monarchist approach, anarchist approach and federalist approach. Monarchist approach means the product is translated but not adapted in the target region. In anarchist approach, most contents are locally designed with less translation involved. Federalist approach emphasizes on adapting and localizing the contents.

In addition to the strategies of localization, website translations are also affected by the new forms of source texts on websites. Websites is like a container and loads with digital assets including "texts in different forms and formats, usually paired with multimedia contents", (Sandrini, 2008, p.176) Website texts are different from general texts on its hypertextuality and textual segmentation, which are more instable and short. Sandrini (2008) divides website texts according to the durability of the content into three

categories: (1) static information (e.g. biographies, backgrounds, manuals, legal documents and website policies) (2) dynamic information (e.g. price, date, time and rate) (3) semi-dynamic information (e.g. members of a company and price lists.) Static information is more stable and has longer durability than semi-dynamic and dynamic information.

1.2 Research Question

The prevalence of e-commerce websites signifies the website translations. In the face of new forms of texts on websites, the translation procedures for general texts may be no longer translator's choices. Hence, the research question is raised: how are translation procedures for general texts applicable in website texts?

On the basis of Lockwood's (2000) categorization of localization level, this study deals with e-commerce websites in low level of localization. As mentioned in introduction, websites in high level of localization means high cultural adaptation, which contents are basically locally redesigned and far from only translating the source texts. Thus, it is feasible to explore the research question in low-localized websites adopting monarchist approach. As low localization means low cultural adaptation, the main focus in this study is limited to syntax translation procedures.

Among all types of information categorized by Sandrini (2008) in a website, static information is where the study looks at because the texts are more linear and coherent than texts in other pages. To examine and analyze the translation procedures on website translations, the texts of static information are more proper and stable than semi-dynamic and dynamic information.

2. Literature Review

2.1 Issues of Website Translation

In the past years, Translation Studies has shifted the discussions of linguistic issues of paperwork texts to the multisemiotic issues of multimedia genre (Kress & Van Leeuwen, 2001). Website as a new media and new type of texts for translation has been defined from the perspective of functional approach, which should (1) produce a new website (2) aim at another linguistic and cultural community (3) base on the original website (4) meet the purpose decided by client and translator (Sandrini, 2006). The

definition of website translation basically is in accordance with the general definition of website localization. Hence, instead of dealing with them as different areas, looking into commonalities between them is more productive (Munday, 2004). With the close link between website translation and localization, the previous studies on website translation thus examine the linguistic and cultural issues.

Cultural issues are one of major concern of website translation. Pierini (2007) observed bilingual translations of English and Italian on hotel and tourist board website. In his research, he states "a major problem in translating tourist discourse, which describes and informs 'other' cultures, is culture" (2007, p.95) as he finds there are not equivalent Italian translation for three kinds of accommodations in English: bathy, bunkhouse and lodge. Pierini (2007) even suggests translation quality should take the aspects of semantic, pragmatic and culture into account. Moreover, translation should center on target texts by meeting the adequacy and acceptability in target culture. Liubinienė and Mykolaitytė (2007) examine translations from English to Lithuanian on websites of telecommunication company and bank. In their findings of investigating the translations through the translation procedures of transference and naturalization, sometimes maintaining English words instead of translating it into Lithuanian can be an ideal strategy of cultural adaptation, because customers are more familiar with English technology terms rather than Lithuanian equivalents. In the research, they indicate cultural adaptation, linguistic adaptation and visual design are three most important aspects for website adaptation. Among the aspects, cultural adaptation is the basis of the rest two aspects. Sandrini (2008) considers website translators should pay more attention to functional translation theory by generating the texts with reference to the target culture and target textual structures.

Linguistic issues is another major concern of website translation. According to Sandrini (2008), a good translator should pay attention to the translation process, strategies and method to apply. The idea is followed and carried out on website translation. Thus, the researches on website translation also center on linguistic issues. In Liubinienė and Mykolaitytė's (2007) research, the translation procedures proposed by Hariyanto (2000) are implemented to analyze the translations on websites of telecommunication company and bank. It is observed that naturalization and transference are the most prevailing procedures for adapting the new terms into Lithuanian community. Setiawan

(2015) describes translator's linguistic strategies on translating the news texts on government website from Indonesian to English. He adopts two of Machali's (2009) taxonomy of translation procedures: transposition and modulation on his analysis. The finding turns out transposition which represents the grammatical and structural change between source texts and target texts are prominent. For the terms and phrases which can't find equivalents in target language, modulation is found in the texts where the source texts are "not effective and too flowery" (Setiawan, 2015, p. 26) for making the meaning explicit.

On the basis of the review, this study leans to explore linguistic issues of website translation for describing the research problem. As cultural issues are related to the rewritten or redesign contents for adapting to the target culture, it is unsuitable to analyze it in this study. The language pair in previous researches are between Italian, Lithuanian and Indonesian, and English. The linguistic analysis between Chinese and English in this study may have a very different result. Last, the types of website in previous studies are sites of tourist board, hotels, telecommunication companies, banks and government. The e-commerce website discussed in this study is a new genre for investigating if there are any new and unexpected linguistic issues.

2.2 Translation Procedures

Linguistic differences are always discussed in researches of translation of traditional general texts. As this study explores the translation procedures from traditional texts to website texts, the taxonomy of translation procedures devised by Vinay and Darbelnet (1995), Nida (1964) and Chesterman (1997) are reviewed in this section.

Vinay and Darbelnet (1995) suggest seven translation procedures for two methods of translating. Translators first have to decide which method to implement: direct translation or oblique translation. Direct translation, or literal translations, is adopted when source language and target language are parallel in linguistic structure and metalinguistic concepts. On the contrary, the gaps and effects unable to be filled by direct translation are where the oblique translation works on with more complex procedures. As shown in Table 2.1, under the direct translation are three translation procedure, borrowing, calque and literal translation. Another four procedures, transposition, modulation, equivalence and adaptation are for oblique translation. The taxonomy is clearly classified

and influential for the following researches on translation procedures.

Table 2.1 Vinay and Darbelnet's Translation Procedures

	Direct Translation	**Oblique Translation**
Translation Procedures	Borrowing	Transposition
	Calque	Modulation
	Literal Translation	Equivalence
		Adaptation

Note: Compiled by the researcher

Nida (1964) deals with what translators do in terms of additions, subtractions and alterations in order to produce the closet equivalents. In Nida's taxonomy, translation procedures are called techniques of adjustment. The purposes of techniques are (1) adjust the form and structure to meet the requirements of target language, (2) work on structures for being semantically equivalent, (3) produce same stylistic appropriateness, (4) load equivalent communications. Nida explores and lists the most common situations of each technique, as shown in Table 2.2. There are 9 situations under additions, 7 ones under subtractions and 7 ones under alterations. It shows Nida looks into each techniques further than Vinay and Darbelnet, whose taxonomy is consisted with more procedures.

Table 2.2 Nida's Techniques of Adjustment

Techniques	**Additions**	**Subtractions**	**Alterations**
The most common and important situations of each technique	Filling out elliptical expressions	Repetitions	Sounds
	Obligatory specification	Specification of reference	Categories
	Additions required by grammatical restructuring	Conjunctions	Word classes
	Amplification from implicit to explicit status	Transitionals	Order of elements
	Answers to rhetorical questions	Categories	Clause and sentence structures
	Classifiers	Vocatives	Semantic problems involving single words
	Connectives	Formulae	Semantic problems involving exocentric expressions
	Categories of the receptor language		
	Doublets		

Note: Compiled by the researcher

Chesterman (1997) composes an overall framework with a set of strategies translators tend to use. Translation procedures are called strategies by Chesterman. He first distinguishes the comprehension strategies and production strategies. Comprehension strategies are related to the analysis of the source text and the essential of translation commission. Production strategies describe how translators "manipulate linguistic material in order to produce an appropriate target text" (p. 92). Hence, the classification built for production strategies certainly are linguistic or text-linguistic. Chesterman indicates his classification is an overall framework made by previous scholars including Vinay and Darbelnet, Catford and Nida, etc. It comprises three main groups of strategies with some strategies under each one: mainly grammatical, mainly semantic and mainly pragmatic. Although the it works in practice and uses comprehensible terminology, he acknowledges the groups sometimes overlap, the different strategies sometimes co-occur and the strategies can be divided into sub-groups in any other ways. Namely, it is flexible and open-ended for explaining what translators likely to do and improving the translation skills.

Table 2.3 Chersterman's Translation Strategies

Strategies	**Syntactic Strategies**	**Semantic Strategies**	**Pragmatic Strategies**
Subtypes of each strategy	G1: Literal Translation	S1: Synonomy	P1: Cultural filtering
	G2: Loan, calque	S2: Antonomy	P2: Explicitness change
	G3: Transposition	S3: Hyponomy	P3: Information change
	G4: Unit shift	S4: Converse	P4: Interpersonal change
	G5: Phrase structure change	S5: Abstraction change	P5: Illocutionary change
	G6: Clause structure change	S6: Distribution change	P6: Coherence change
	G7: Sentence structure change	S7: Emphasis change	P7: Partial translation
	G8: Cohesion change	S8: Paraphrase	P8: Visibility change
	G9: Level shift	S9: Trope change	P9: Transediting
	G10: Scheme change	S10: Other semantic change	P10: Other pragmatic changes

Note: Compiled by the researcher

After reviewing the three taxonomies, none of the taxonomies are adopted to do the analysis in this study for two reasons. First, some translation procedures named differently actually refer to the same thing, for example, Vinay and Darbelnet's

transposition is equivalent to Chesterman's class shifts; Vinay and Darbelnet's modulation is equivalent to Chesterman's converse and Nida's alteration. Second, the procedures in different taxonomies sometimes co-occur in the same target text. Hence, although none of the certain taxonomy is adopted, it is decided that the procedures mentioned more than once among three taxonomies are picked for data analysis.

3. Research Method

As this study attempts to explore how the translation procedures for general texts are applicable in website texts, this chapter will explain how to select website, collect the texts as the data, adopt the translation procedures from three models of previous studies. The last part of this section gives the definition of each procedures and analytical unit.

3.1 Data Selection

E-commerce websites has been highly potential platforms to businesses for expanding markets. With the increasing global presence of e-commerce website, the survey made by eMarketer gives the figures of 86.5 million digital buyers aged more than 14 in 2019 account for 76.1% of total internet users. The above facts show the potential of e-commerce website not only for business but also for research.

E-commerce websites expand the commercial transactions beyond the nations to serve buyers speaking different language. Translation hence marks the importance to bridge the distance between sellers and buyers. According to the statistics from Statista, a survey company, fashion category is the most popular and USD 596.1 billion are spent on fashion. Therefore, there is a great opportunities for translators to work on the e-commerce websites selling fashion products.

Among all e-commerce websites selling fashion items, , SHEIN is chosen to collect data because first, it is an English website containing Chinese translation; second, it is considered as low-localized website for adopting monarchist approach.

SHEIN is the e-commerce website established in 2008 and sells on-trend clothes, footwears and accessories globally. It offers 7 translation pairs including English to Chinese. The office is based on New Jersey, the U.S.

3.2 Data Collection

The study collects the data from the page of About Us in the website. About Us in SHEIN website contains the information of its history, overview of products, core values, and available countries for delivery. Texts of About Us are picked up as it can promote company's image and product (Kung and Lu, 2012). Customers can learn about the company, build the trust and develop the loyalty on its great performances and core values. Moreover, comparing to contents of images, prices, sizes, colors of items in other pages, texts of About us are static information which are more logical and coherent for working on the analysis of translation. Therefore, the texts of About Us are ideal sources for data collection.

The total words in the texts of About us in English are 313 which are composed of 10 sentences. The study gathers the 10 sentences as the source texts. As for the target texts, they are collected by click the option of Chinese in language section. SHEIN provides options of traditional and simplified Chinese translations, and traditional Chinese translation is chosen in this study.

In short, the data are taken from the texts of About Us on SHEIN, the low-localized e-commerce website, as the texts are more logical and coherent. The English texts are recognized as the source texts and traditional Chinese translations are considered as the target texts.

3.3 Analytical Framework

The definitions of an analytical unit and each translation procedure adopted in this study are elaborated in this section. Examples of each translation procedures are provided and the procedure identified is underlined.

In this study, an analytical unit of data is one English sentence. According to Collins dictionary, a sentence is defined as a group of words which, when they are written down, begin with a capital letter and end with a full stop, question mark, or exclamation mark. Most sentences contain a subject and a verb ("Sentence", 2020). For example, "SHEIN is able to stay on top of the latest fashion trends from around the globe while rapidly bringing these styles to market." in the source texts is considered as one analytical unit. One analytical unit of the target texts is the Chinese translation from an English source sentence.

As regard to an analytical unit of the target texts, a sentence is not the ideal choice.

In Chinese, "A sentence is often defined as a segment of speech bounded at both ends by pauses." (Chao, 1968) Chinese unlike English is paratactic structure (Nida, 1964) without adequate connections such as prepositions and subordinating conjunctions between two clauses. For example, the English sentence "He woke up late, so he was late for school " can be rendered faithfully and clearly to "他睡過頭，他早上遲到了"without any connections. Hence, it is hard to define where is the start and end of a sentence in written Chinese texts, and the analytical unit of the target texts in this study are the Chinese translation of an English sentence.

This study will observe the Chinese translations with the translation procedures for general texts. After reviewing the taxonomies devised by Vinay and Darbelnet (1995), Nida (1964) and Chesterman (1997), the study only chooses syntactic procedures among them. The syntactic procedures from each of the taxonomies are put together and picked out the procedures which appear more than once, as they are considered as the mostly discussed. Thus, four syntactic strategies selected in this way are transposition, literal translation, calque and clause and sentence. In the following are the definitions of each procedure in the previous taxonomies, the definitions adopted in this study and the examples.

3.3.1 Transposition

The procedure of transposition is found in Vinay and Darbelnet (1995), Nida (1964) and Chesterman's (1997) taxonomies. In Nida's taxonomy, transposition is named word classes, but the concept of which is as same as transposition. According to Nida, the procedure of word classes is defined as the changes of class from one word to another. Vinay and Darbelnet's transposition deliver almost the same idea: transposition includes the replace of one-word class with another. In addition, Vinay and Darbelnet add the premise that transposition have no changes on the meaning of the text. Chesterman (1997) gave the definition of transposition as "any change of word class, e.g. from noun to verb, adjective to adverb." (p. 95) In the fact, these three definitions basically paraphrase the same idea. To well apply the procedure in analysis, the study has to define the transposition by taking the analytical unit into account: the word class in the source texts changes to another in the target texts without changing the meaning of the analytical unit. The following example provides better understanding.

English Source Text: The scholar was warmly-received during his visit in Taiwan.
Chinese Target Text: 這位學者在參訪台灣期間受到熱情的款待。

In this example, "warmly-received" is compound adjectives in English, while the word class turns to another in Chinese as "熱情的款待" is a noun.

3.3.2 Literal Translation

The procedure of literal translation is discussed in Vinay and Darbelnet and Chesterman's taxonomies. Vinay and Darbelnet consider literal translation is word for word translation which translate the source texts directly into the target texts without unacceptable grammatical and idiomatical errors. Translators thus only look into the linguistic appropriateness of the target texts. Chesterman explains literal translation more loosely by defining it "maximally close to the source language form but nevertheless grammatical." (p. 94) Considering the English and Chinese are not of the same family and the structure is different, the study corporate the ideas from both and gives the definition applicable for analysis: maximally word for word translation of the source texts without the grammatical and idiomatical errors changing the meaning of the analytical unit. For example,

English Source Text: It's our pleasure to provide services to our customers.
Chinese Target Text: 我們很高興為我們的客戶提供服務。

The target text in this example almost translates every word with the only change of the order of words to be grammatically appropriate in Chinese, and it faithfully delivers the meaning of the source text.

3.3.3 Calque

The procedure of calque is one of Vinay and Darbelnet, and Chesterman's taxonomies. Chesterman describe the procedure includes the borrowing of lexical items. Vinay and Darbelnet provides more details of this procedure. They explain it is special on the form where one language borrows a form of expression from another, and translate each element in it word for word. In this study, the definition of calque leans to Vinay and Darbelnet's definition as it is more detailed. At the same time, the definition also sticks to Chesterman's principle of only observing lexical items because it is applicable to spot

calque in one analytical unit, one English sentence. In the below is a clear example:

English Source Text: You can record your life on blog anytime.
Chinese Target Text: 你可以隨時在部落格紀錄你的生活。

This example contains a calque from English to Chinese. The word, blog, is new in Chinese until the prevalence of personal websites and articles on the internet. Along with the popularity, blog has been a clear idea that authors upload writings to online platforms. The translation of blog in Chinese is 部落格, which is word for word translation but borrows the form of expression. 部落 in Chinese means a community and 格 in Chinese has the meaning of grid. Blog is like a community weaved like a grid to connect every online user to read and leave the comments. Therefore, calque is a special form of borrowing that can be easily found in the ever-changing world.

3.3.4 Clause and sentence structure

Nida and Chesterman mention this procedure in their taxonomies. It is called sentence structure change by Chesterman. He suggests that sentence is compose of clause units, and this procedure influences the structure of sentence including the changes of the types of sub clauses, as well as the status between main clause and sub clause. Nida points out that the changes of sentence structure between clauses or sentence and clause are mostly found in hypotactic and paratactic formations. English is hypotactic and Chinese is paratactic, which leaves the room for exploration in this study. As regard to this procedure, this study only explores the status change of main clause and sub clause from English source texts to Chinese source texts. For instance,

English Source Text: Come to see what he has done!
Chinese Target Text: 快來！ 看看他做了什麼好事！

The English source text is one complete sentence in imperative mood. “Come to see” is the main clause and “what he has done” is the noun sub-clause as the object. However, it is split into two complete sentence in Chinese translation as “快來！” is one sentence unit, so is “看看他做了什麼好事！” Main clause and sub clause both turn to sentences, thus the status of both in the English source sentence are changed.

4. Data Analysis

Data collected on SHEIN are gone through the analysis with four translation procedures: transposition, literature translation, calque and clause and sentence structure. In the first part, the 10 analytical units of the source texts are listed individually and the procedures identified in each data are marked, presented and explained.

4.1 Analysis

In table 4.1, the Chinese translation meets the definition of literal translation in this study as it translate word for word and doesn't move the order of words: "SHEIN" to "SHEIN"; "Is" to "是"; "an" to "一個"; "B2C" to "B2C"; "fast" to "快"; "fashion" to "時尚"; "e-commerce" to "購物"; "platform" to "平台" The literal translation in this data is grammatically and idiomatically adequate. The words of SHEIN and B2C in this data are not considered as calque because the words are directly borrowed from English instead of translating into the target language and presenting as a special borrowing.

Table 4.1 The First Data

The Source Text	The Target Text	The identified Procedure(s)
SHEIN is an international B2C fast fashion e-commerce platform.	SHEIN 是一個國際 B2C 快時尚網路購物平臺。	Literature Translation

Table 4.2 shows the Chinese translation maximally translate every words with only one omit of the subject "The company" in the source text, which doesn't cause the meaning changed. It is worth noting that the Chinese translation maintains the inappropriate comma between similar kinds of words: "男士服裝", "兒童服裝", "配飾", "鞋子", "包包" The comma should be changed to the Chinese punctuation "、" between many similar kinds of words. It shows that the not only the words but also the punctuations are maximally close the source text.

Table 4.2 The Second Data

The Source Text	The Target Text	The identified Procedure(s)
The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes,	以女裝為主，同時提供男士服裝，兒童服裝，配飾，鞋子，包包等其他時尚產品。	Literature translation

accessories, shoes, bags and other fashion items.		

The analysis of data presented in Table 4.3 is as same as the last one. The Chinese translation omits the subject "SHEIN" and doesn't use the appropriate Chinese punctuation between the country names. The comma between "Europe," "America," "Australia," and "Middle East" in the sour texts should be changed into Chinese punctuation "、" to well adapt in the target language.

Table 4.3 The Third Data

The Source Text	The Target Text	The identified Procedure(s)
SHEIN mainly targets Europe, America, Australia, and the Middle East along with other consumer markets.	主要針對歐洲，美國，澳洲和中東以及其他消費市場	Literal translation

No procedures are identified in the data in Table 4.4. As for the procedure of literal translation in this data, the perfect tense "it has upheld the philosophy…" in the source texts doesn't explicitly translated in the target text, which changes the meaning of the source text as it can be translated as "一直以來" or "自那時起"

Table 4.4 The Fourth Data

The Source Text	The Target Text	The identified Procedure(s)
The brand was founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion."	SHEIN 成立於 2008 年 10 月，堅持"每個人盡享時尚之美"的理念	No identified procedures

It is observed that the data in Table 4.5 is literal translation. The Chinese translation basically translate word for word with only one exception of omitting "its business" in the source text, which doesn't affect the meaning of the source text.

Table 4.5 The Fifth Data

The Source Text	The Target Text	The identified Procedure(s)
Its business covers more than 220 countries and regions around the world.	遍及全球 220 多個國家和地區	Literal translation.

There are no translation procedures recognized in the data in Table 4.6. With regard to

exam if it is possible to be close to the literal translation, it is obvious that the translation omits "pride itself" and "teens", and changes "cater to" to "為" and "break the bank" to "具高 CP 值的價格" These changes basically alter the meaning of the source text. Hence, no procedures are identified.

Table 4.6 The Sixth Data

The Source Text	The Target Text	The identified Procedure(s)
SHEIN prides itself on offering on-trend styles catering to both young women and teens, that won't break the bank.	以具高 CP 值的價格，為年輕女性提供時尚潮流的服裝搭配。	No identified procedures

As shown in Table 4.7, the target text translate almost word for word from the source text, but the order of words is little changed for being grammatically adequate in Chinese. SHEIN is the brand name without official Chinese name yet, so it is put directly in to the target text; "adheres to" is rendered as "堅持"; "everyone" is "每個人"; "enjoy" is "盡享"; "beauty" is "美"; "fashion" is "時尚"; "concept" is "理念"

Table 4.7 The Seventh Data

The Source Text	The Target Text	The identified Procedure(s)
SHEIN adheres to the concept that "everyone can enjoy the beauty of fashion."	SHEIN 堅持"每個人都能盡享時尚之美"的理念	Literal translation

In Table 4.8, the source text contains a main clause and a sub adverb clause. However, in the target text are two main clauses as "並" in Chinese means "and." "並" also functions as a conjunction to connect two main clauses, thus the sub clause "while rapidly…" changes the status to the main clause. The procedure of literal translation is found here despite the target text omits SHEIN, adds "隨時"(anytime) and paraphrases "bring" to "推向" (push), the meaning still stays the same.

Table 4.8 The Eighth Data

The Source Text	The Target Text	The identified Procedure(s)
SHEIN is able to stay on top of the latest fashion trends from around the globe <u>while</u>	隨時掌握全球最新的時尚潮流，<u>並迅速將這些潮流新款推向市場。</u>	1. Literal translation 2. Clause and sentence structure(the underlined

rapidly bringing these styles to market.		words)

Table 4.9 shows there are two calques: “boho” to “波希米亞” and “tees” to “T 恤” Boho is a kind of style that wasn’t introduced into Chinese culture until the recent years. It is a very common word of a fashion trend now. As for T 恤, it is also a special borrowing from English to Chinese to describe clothes shaped like the letter “T.” “One-stop-shop” is a typical calque in the Chinese translation “一站式” which describes one store or company provides everything a customer needs. The procedure of literal translation is not identified in the translation for changing the meaning of “graphic tees” to “運動 T 恤”(sport tees) and “chic” to “最新流行”(on-trend)

Table 4.9 The Ninth Data

The Source Text	The Target Text	The identified Procedure(s)
So whether you're searching for boho dresses and graphic tees or patterned blouses and chic swimwear, SHEIN is the ultimate one-stop-shop for the modern yet economical fashionista.	因此，無論您是在尋找波西米亞風連衣裙、運動 T 恤、印花襯衫還是最新流行泳裝，SHEIN 都是現代經濟時尚達人的一站式服務優選。	Calque (the underlined words)

The data in 4.10 is found to implement the procedure literal translation and transposition. The translation basically renders word for word only with the change of word order to be grammatically appropriate in Chinese. As regard to the procedure of transposition, the verb “aims” is shifted to noun “目標”(target) in Chinese.

Table 4.10 The Tenth Data

The Source Text	The Target Text	The identified Procedure(s)
It aims to promptly offer stylish quality products at appealing prices to every user in the world.	我們的目標是用極具吸引力的價格迅速為世界上每個使用者提供時尚優質的產品。	1. Literal translation 2. Transposition (the underlined word)

4.2 Summary

This section reveals the results of data analysis and discusses the implications behind the

results. 10 data extracted from SHEIN e-commerce website are analyzed in terms of four translation procedures: transposition, literal translation, calque and clause and sentence structure. The result shows transposition is identified for one time; literal translation for seven times; calque for one time; clause and sentence structure for one time. It is obvious the procedure of literal translation is much more used than other procedures in the data.

The result with highest identified literal translation and only one-time recognized transposition, calque and sentence structure attributes to the two reasons. One reason is the English sentence structure is easy as they are almost active voice without too complicated subordinate clauses. Translators thus have no need to change the grammatical structure largely in the Chinese texts. The other reason is the accessible English lexemes. Translators thus can translate word for word to produce equivalent messages in the Chinese texts.

5. Conclusion

The findings will be explained according to the research question: how are translation procedures for general texts applicable in website texts? This study chooses four translation procedures from Vinay and Darbelnet's, Nida's and Chesterman's taxonomies: transposition, literal translation, calque and sentence and clause structure. These four translation procedures are adopted to analyze 10 data collected from static information on low-localized e-commerce website, SHEIN. In the observation of analysis, it's found that the procedure of literal translation is mostly used as it is identified seven times and the rest of procedures are only found one time. The common use of literal translation in the analysis can be attributed to the easy sentence structure of English texts and accessible English lexemes, which allows translators to render word by word with very few grammatical changes and direct translation of English lexemes.

It is inferred that the easy sentence structure and accessible lexemes of English source texts are the results of two characteristics of website texts. First, although the study works on the static texts on website, the website layout design including logos, illustrations and photos limits the space for texts. Hence, the texts are shorter, easier and more clear than general texts. Second, e-commerce websites aim at grabbing customers' attentions on the products, the proportion of photos is much more than texts which are always as few as possible for not distracting customers' intention of purchasing.

Customers also don't expect to see lots of words such as introductions on the e-commerce websites as their purpose is to purchase the ideal products in their minds.

In sum, in the low-localized e-commerce websites, the procedure of literal translation for general texts are most applicable for texts of static information. With the purpose of being easy and clear for customers to make a deal on websites, the process of translating website texts is easier than translating general texts in this study.

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