Exploring Genre Awareness in Chat GPT Translations: A Case Study of Chinese Tourism Brochures and Museum Descriptions

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Chat GPT, a large language model, has demonstrated impressive capabilities in producing high-quality translations, particularly when translating from other languages into English, the language that predominantly informed its development. However, when translating different Chinese genres into English, it has been observed that Chat GPT translations often overlook the nuances and conventions that distinguish the original Chinese genres from their English counterparts. This study aims to investigate the genre awareness of Chat GPT translations by focusing on two specific Chinese genres: tourism brochures and museum descriptions.

While acknowledging the overall linguistic quality of Chat GPT translations, this paper identifies and analyzes discrepancies between the original Chinese texts and their English translations from both macro and micro perspectives. At the macro level, the study examines rhetorical features, tone, and overall structures, highlighting how Chat GPT translations may fail to capture the unique characteristics of the target English genres. From a micro perspective, the paper delves into thematic structures, cohesion, coherence, and the use of specific terminology and stock phrases, revealing instances where Chat GPT translations fall short in accurately conveying the genre-specific elements.

By shedding light on the lack of genre awareness in Chat GPT translations, this study contributes to the understanding of the limitations and challenges associated with machine translation across different genres. The findings underscore the importance of considering genre-specific conventions and cultural contexts when evaluating and refining machine translation models. Furthermore, the insights gained from this research have implications for the development of more genre-aware and culturally sensitive translation systems, ultimately enhancing the quality and effectiveness of cross-cultural communication facilitated by artificial intelligence.

About the Presenter :

Dr. Dechao Li is professor of Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University. He also serves as the chief editor of *Translation Quarterly*, a journal published by the Hong Kong Translation Society. His main research areas include corpuses-based translation studies, empirical approaches to translation process research, history of translation in the late Qing and early Republican periods and PBL and translator/interpreter training. He has published over 70 articles in journals both published home and abroad. Among his most recent works was *Transcultural Poetic* (co-edited with Yifeng Sun) published by Routledge in 2023.