

Translation and Introduction of Chinese Contemporary Mainstream Poetry in English-speaking Countries (1978- 2020): From Manipulation Theory Perspective

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From the perspective of manipulation theory, this paper provides a specific analysis of the translation, manipulation mechanism, and reader reception of Chinese contemporary poetry in English-speaking countries from 1978 to 2020.

Through an analysis of the translation of Chinese contemporary poetry into English, it is found that the translation activities of Chinese contemporary poetry have continuously expanded since the opening-up and reform policy, with the scale and speed of translation increasing significantly after 2000. In terms of translation selection, the translations from 1978 to 1999 had strong political overtones, while those from 2000 to 2020 were more diverse and no longer limited to a single theme.

In the translation of contemporary Chinese poetry, both internal and external literary systems exert a manipulative influence. Translators rewrite the original works and manipulate the poetic system with a variety of strategies. Poetry translation is also influenced by ideological, economic, and social patronage. Government-led ideological patronage in China helps to increase the quantity and quality of translated works, but its selection bias is inconsistent with the preferences of international markets. Economic patronage spearheaded by international commercial publishers can precisely identify the preferences of target readers and promote the works of conventional poets. Meanwhile, universities and individual publishers have been successful in promoting a large number of translated works of Chinese literature and poetry, thereby contributing to the international dissemination of Chinese culture, by leveraging their academic background, professional expertise, and resource advantages.

Despite attracting a certain number of readers and receiving predominantly positive feedback from English-speaking countries, Chinese contemporary poetry still faces relatively low sales and readership abroad. To enhance its effectiveness in international translation, there is a need to strengthen translation quality, focus on diversity and novelty, and increase promotion efforts. In addition, cultural exchange and cooperation must be strengthened to increase awareness and appreciation of

Chinese contemporary poetry.

This article attempts to go beyond and break through the English translation texts of poetry itself, exploring practical issues related to international publishing and cross-cultural communication, in order to investigate the scale, characteristics, and effects of the translation of contemporary Chinese poetry in English-speaking countries, and provide new research perspectives and ideas for its study.

About the Presenter :



Wenqiao XIU is a Professor at China University of Petroleum (Beijing) and Director of the Center for Master of Translation and Interpreting. She got her doctoral degree in Translation Studies from Beijing Language and Culture University in 2009 and has been working as a teacher of English and translation. Her research interests include Translation History, Translation Theory and Practice, and Translation Teaching. Her papers have been published in academic journals such as *Chinese Translators Journal*, *Shanghai Journal of Translators*, *East Journal of Translation*, *Foreign Language Research*, *Chinese Science & Technology Translators Journal*, and so on.