

CHAPTER 1

NOTES ON THE IMPROVEMENT AND INNOVATION OF VARIATIONAL

Peihang Li *

Chuanmao Tian **

ABSTRACT

After more than two decades' exploration, Variational Translation Theory has gradually become mature, but some weaknesses are still with it. In the new era, as a translation theory with Chinese characteristics, Variational Translation Theory calls for substantial improvements and innovations. The methods of the innovation includes (1) search for theoretical foundations; (2) revision, integration or re-creation of some concepts; (3) correction, improvement or abandonment of some improper viewpoints; (4) search for new breakthroughs in research perspective or domain of study.

Keywords: *Variational Translation Theory, Weaknesses, Improvement, Innovation.*

INTRODUCTION

The propositions of “standing firmly in contemporary Chinese realities” and “constructing a philosophy and social science with Chinese characteristics”, as articulated in the 19th National Congress Report of the Communist Party of China, hold profound implications for contemporary translation studies in China. Contemporary translation realities are prominently manifested in the industrialization, commercialization, marketization, technologization, informatization, globalization, and localization of language translation services, as well as in the customization, diversification, and specialization of translation service products. Renowned market translation scholar Daniel Gouadec (2007) has summarized the common translation strategies employed by professional translators, such as selective translation (摘译, *zhai yi*), synoptic translation

* School of Foreign Studies, Yangtze University, Jingzhou, China.

** School of Foreign Studies, Yangtze University, Jingzhou, China.

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This chapter is a part of the book, '*Variational Translation: Practical and Theoretical Explorations*' edited by Dr. Chuanmao Tian, Dr. Juntao Deng and Dr. Zhonglian Huang.

ISBN: 978-93-49926-76-9 (ebk); ISBN: 978-93-49926-38-7 (hbk); ISBN: 978-93-49926-07-3 (pbk)

The ebook and print version of this book are available at:
<https://dx.doi.org/10.46679/9789349926769>

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