The mediation of reader involvement in soft news transediting

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Abstract: Soft news is primarily aimed at entertaining readers or evoking their responses, with the informative function being secondary. In order to adequately achieve its main functions and maximise communication efficiency, soft news must efficiently invite and engage its intended readers. On that account, when a soft news item is transedited into another language, the reader involvement initially constructed in the original news need to be appropriately adjusted for the target readers. Accordingly, this paper, utilising Nord's (1997) model of translation-oriented text functions as a theoretical framework, investigates a case study on English-Chinese soft news transediting conducted at the *China Times* in Taiwan (1) to compare the source and target text functions, and (2) to explore how the original reader involvement is mediated in the transedited news through various engagement expressions under the guidance of the target text functions. The results indicate that while the original reader involvement was generally retained in the target headlines, it was changed considerably in the main body part of the target news. The distance between the texts and readers was generally made closer in the transedited versions (1) with the addition of Deny and Counter resources to achieve the appellative function, and (2) with the replacement of Acknowledge expressions by those of Endorse to highlight the expressive function.

Keywords: soft news transediting, mediation, reader involvement, text functions, engagement resources

1. Introduction

Soft news stories usually touch upon entertainment or infotainment, including art, fashion, lifestyle, culture, society, and so forth. They are written in a casual and playful style and pertain to the reports of events that are less time-sensitive and serious. Ever since the 1980s, soft news has started to grow in prominence with the gradual emergence of the audience's preference for a more consumable, pleasurable, and human news diet as well as the phenomenon of tabloidisation, which originated in the U.K. and quickly spread across the globe, whetting readers' appetite for news of popular human interest stories, with vivid and graphic representation (Chen, 2003; Schönbach, 2000; Scott & Gobetz, 1992; Su, 2001).

Some scholars in the field of news translation have also noticed the significance of soft news and have done some preliminary research on the transediting of soft news items from the perspective of Skopos theory (Cao, 2009; Chen, 2011; Fang, 2002; Hu, 2004; Wang, 2005; Xu & Wang, 2001). Here the notion of news transediting involves both news translation and editing (cf. Stetting 1989), and includes such strategies as selection, deletion, addition, synthesis, abridgement, retopicalisation and restructuring. The above-mentioned preliminary research is aimed at exploring the communicative purposes of transedited soft news and the transediting strategies used to achieve the purposes. Specifically, according to the

research, a piece of translated soft news is intended to appeal to its target readers' interest in reading and successfully deliver the messages at issue. In order for the information to effectively get across to another culture, the translator, therefore, needs to render the source soft news through various transediting strategies.[1]

However, there is still one important feature of soft news – its communicative functions – worth investigating. Only when the soft news functions are realised can the communicative purposes of news stories be served. Soft news, whether it is translated or non-translated, normally has the paramount function to entertain or to persuade its readers as well as the secondary function to inform (Fedler, 1997; Dominick, 1994; Richard, 1998). In other words, soft news, while providing information, is dedicated to amusing readers and appealing to their feelings and emotions. To effectively achieve these communicative functions, soft news should appropriately involve the readership. Accordingly, when a source news text is rendered into another language, the reader involvement originally constructed in the source text needs to be adjusted to cater to the target readers, whom the writer has not taken into consideration. To bridge the gap not filled by previous research, this paper, utilising Nord's (1997) translation-oriented model of text functions as a theoretical framework, aims to conduct a case study on English-Chinese soft news transediting carried out by the *China Times* in Taiwan (1) to compare the text functions of the source and target news texts, and (2) to explore how the original reader involvement is mediated in the transedited news through various engagement resources (see Section 2) under the guidance of the target text functions.

Section 2 provides a brief review of Nord's model as well as an introduction to the engagement system under Appraisal Theory. Section 3 presents the case study data and the comparative study of the text functions of the source and target news texts, followed by the data analysis in Section 4. Discussion and concluding remarks are offered in Sections 5 and 6, respectively.

2. Literature review

2.1 Nord's model of translation-oriented text functions

Based on Bühler's organon model of language functions (1934), Reiss proposed a text typology for translation criticism in 1971 (cf. Reiss, 1971/2000, 1976). Her classification of texts as informative, expressive, operative was further developed by Nord. Incorporating Jakobson's (1960) model, Nord (1997), identifies the following four text functions that translated texts may aim to achieve: the referential, expressive, appellative and phatic functions.

The referential function aims at referring to something, be it abstract or concrete, such as an object or a phenomenon, in real or virtual worlds that is unknown to the receiver (i.e. the reader). To achieve the similar referential

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[1] Studies on news transediting began to emerge in the 1980s. So far, most of the existing research has centred on the following aspects of hard news transediting (i.e. the transediting of serious and timely news): (1) practical strategies (see Kirk, 1999; Li, 2001; Huang, 2002; Cheng, 2004), (2) gate-keeping functions (see Fujii, 1988; Vuorinen, 1997; Hursti, 2001), (3) contextual factors (see Sidiropoulou, 2004; Kuo & Nakamura, 2005; Orengo, 2005; Kang, 2007; Chen, 2008, 2009; Valdeon, 2008; Bielsa & Bassnett, 2009) and (4) the translator's subjectivity (see Chen, 2011).

function of the source text, what comes into play in translation is the selection of the information that target readers can relate to because it is essential to have the message delivered and understood by the receivers in the target cultures (Nord, 1997, pp.40-41; Nord, 2006a).

The expressive function involves the attitude that the sender, i.e. the writer, holds toward the objects or phenomena of the world and is thus sender-oriented. In this regard, the value system, conditioned by the cultural norms of the source and the target cultures, needs to be taken into account since the receivers in the target culture may hold different views from the writer and might interpret the messages differently, thus requiring the translator to make proper adjustments to achieve the effect intended by the original writer (Nord, 1997, pp.40-42; Nord, 2006a).

The appellative function is receiver-oriented, intended for the receivers to respond or react in a certain way. There are multiple ways to arouse readers' responses, depending on the texts' sub-functions, whether they be persuasive or educative. Furthermore, the appellative function can be achieved directly, indirectly or poetically. Indicators of the direct appellative function may include such features as imperatives or rhetorical questions, while those of the indirect appellative function are more subtle, comprising the use of the former two text functions, referential and expressive. The poetic appellative function works in texts that resort to readers' aesthetic sensitivity possibly via allusions or other figurative language. As the source and target readers have different knowledge backgrounds, to retain the source appellative function in translation, the translator's primary goal is to aim at the target readers' familiarity with the referents. If the readers are presented with foreign information that is not properly adapted for the target culture, they might not feel anything, not to mention being convinced or amused in any way (Nord, 1997, pp.42-44; Nord, 2006a).

Lastly, the phatic function is directed at "establishing, maintaining or ending contact between sender and receiver" (Nord, 1997, p.44). In order for the phatic function to operate in the target text, the translator needs to make the phatic utterances as close as possible to the conventional forms of the target language so that the relationship between the sender and the receivers can be maintained in the target culture (Nord, 1997, pp.42-45; Nord, 2006a). It should be noted that a text can only be functional when the intended effect is achieved, and this is subject to the receivers. Therefore, whether the target readers can recognise the functionality of a text constitutes the principal task of the translator. In other words, the translator should make the target text 'work' for the intended readers (Nord, 2006b). On this account, the source text may need to be adjusted to a certain degree to make the text function properly in the target culture. Intertextual coherence between the source and target texts thus becomes subordinate. Nonetheless, it does not mean the translator can twist the original writer's communicative intention at will. He or she needs to be loyal to the writer as well as to the commissioner and the prospective readers so as to properly fulfill the target functionality (Nord, 2005, pp.31-34; Nord, 2006a).

As mentioned in Section 1, some journalism scholars have already identified three fundamental functions of soft news (i.e. entertaining, persuasive and informative functions). Nord's model can encompass these functions (as illustrated in Table 1), and lend support to the analysis concerning how the content and structure of the original soft news should be preserved or adjusted to effectively achieve the target text functions.

The referential function, without a doubt, corresponds to the informative function, while the appellative function is two-fold with both the entertaining and persuasive functions being covered in this category.

However, the persuasiveness shared by the appellative and expressive functions is disparate in that the former aims to trigger an action or response from the reader, for example, by introducing positive values of a certain product to elicit the reader's desire to make a purchase, whereas the latter, by way of expressing subjective evaluations, guides the reader toward the writer's points of view. The nuance of the two can be seen in the following two examples below. The appellative function manifests in example (1) and example (2) shows the expressive function.

Nord's translation-oriented text functions	Soft news functions
Referential	Informative
Appellative	Entertaining/Persuasive
Expressive	Persuasive
Phatic	

Table 1: The correspondence between Nord's text functions and soft news functions

(1) In the latest and biggest example of the map's power and versatility, Google started a location-aware friend-finding system called Latitude in twenty-seven countries early this month. [The Cellphone, Navigating Our Lives, *New York Times*, February 16, 2009]

(2) Parents, who grew up in a generation more likely to use the handshake, the low-five or the high-five, are often baffled by the close physical contact. [For Teenagers, Hello Means 'How About a Hug?', *New York Times*, May 27, 2009]

Lastly, the phatic function, though rarely mentioned in journalism studies, is indeed a common feature of soft news, whose opening paragraph(s) often serves to converse with readers and thereby establish a relationship with them. As for the priority of the four functions in soft news, depending on different communicative purposes, normally the appellative and referential functions are either equally important or unbalanced with the former outweighing the latter, and the expressive or phatic functions are the secondary or tertiary function.

As Nord suggests, "[c]ommunicative function is not only the fundamental constitutive feature of texts but it also determines the strategies of text production" (2005, p.19). Nord has explained the relations between text functions and general translation strategies. This article will then concentrate on exploring the relations between text functions and the translation of engagement resources, which can reveal the design of reader involvement in the target texts.

2.2 The engagement system under Appraisal Theory

Appraisal Theory is concerned with how speakers and writers embed their attitudes and stances in discourse and, at the same time, align or disalign their listeners and readers with the authorial voice. It recognises the presence of implied respondents in the communication of both spoken and written forms and is developed to evaluate how addressees are invited to participate in it and how speakers and writers engage them in inter-subjective positioning (Martin & White, 2005; White, 1998, 2001a, 2001b, 2003). Appraisal Theory consists of three systems: engagement, attitude and graduation. Among them, the engagement system is developed from a dialogic perspective, based on the view that all verbal communication, be it spoken or written, can be seen as dialogic because every statement, in reality, is made to refer to what has

been stated and, at the same time, to elicit responses from its readers or listeners (Martin & White, 2005, p.92).

The engagement system acknowledges a dialogistic backdrop where communication is dichotomised into monoglossias and heteroglossias. Monoglossias can be characterised as bare assertions, in which no reference is made to other voices. Without any internal or external points of view being specified, such barely asserted statements are normally formulated on the ground that the addressees share the same beliefs or opinions as the speaker or writer. Unlike monoglossias, heteroglossias allow for other alternative voices or opinions and can either be dialogically contractive or dialogically expansive, as shown in Figure 1 (White, 1998, 2001b, 2003; White & Motoki, 2006).
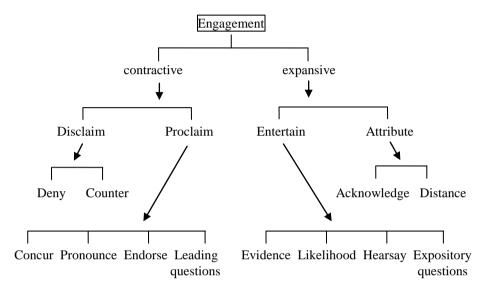

Figure 1: The system of Engagement

Dialogic contraction acts to restrict the dialogic space that allows for alternative positions and lead the listener/reader to the position of the speaker/writer. It is composed of Disclaim and Proclaim. Disclaim includes Deny and Counter. Deny is, in effect, negation, so all negative terms like no, not, nothing, and so on are all part of Deny. Rather than disaligning, resources of Deny align the listener/reader with the speaker's/writer's position against a third party, thereby advancing the sender's viewpoint on the subject matter. Counter is used to introduce a proposition that contradicts the listener's/reader's expectation so as to make them follow the speaker's/writer's thoughts. Thus, *even though*, *surprisingly*, etc. can be used to achieve this kind of countering effect. Similarly, *even*, *only*, *just* and *still* can also deliver the sense of counter-expectation (Martin & White, 2005, pp.118-121; White, 2001a).

Proclaim consists of Concur, Pronounce, and Endorse. Concur is conveyed through such expressions as *of course* and *naturally*, which present the sender and the receiver as sharing the same knowledge or view on something. It can also be achieved via rhetorical or leading questions that anticipate a presumed answer from the listener/reader. Pronounce demonstrates the speaker's/writer's explicit stance toward a matter with formulations like *I contend…*, *the facts of the matter are that…*, etc. Endorse construes the speaker/writer as taking or sharing responsibility with the external voice. In citing a proposition the speaker/writer agrees with, wordings such as *show* and *demonstrate* are used to lead the listener/reader to

trust the authorial voice and the authority it aligns itself with (Martin & White, 2005, pp.122-130; White, 2003, pp.268-271).

Dialogic expansion enlarges the room for different opinions and interpretations by the receiver and further subsumes the categories of Entertain and Attribute. Entertain covers wordings that allow dialogic space for other possibilities and can be divided into expressions of evidence (*it seems that…*, *the evidence suggests...*), likelihood (*perhaps*, *probably*, *possible*, *likely*), hearsay (*reportedly*, *it is said that…*) as well as expository questions that are open-ended. They are aimed at building solidarity with those who might embrace alternatives or even contrary positions (Martin & White, 2005, pp.104-111; White & Motoki, 2006, pp.195-197).

Attribute constitutes Acknowledge and Distance. Acknowledge is formulated with reporting verbs like *say*, *believe*, *according to*, *in one's view*, and so forth while Distance can be expressed through disaligning formulations such as *claim*. Clearly, unlike Endorse, Acknowledge indicates a neutral stance on the part of the addresser while Distance detaches the speaker/writer from the cited proposition, therefore shunning responsibility (Martin & White, 2005, pp.111-117; White, 2001a; White, 2003, pp.273-274).

3. Introduction to the case study

3.1 Data collection

The case study data of this paper covers twenty English soft news items from the online *New York Times* and their transedited Chinese versions from the online *China Times* in Taiwan. The data is illustrated in the Appendix, using the source and target headlines.[2] Published between the years 2009 and 2010, the source and target texts were chosen to cover a wide variety of current soft news topics, which range from Jobs, Science, Business, Style, Technology, Education and Arts. The two newspapers are selected in this study because the *China Times* is one of the three major Taiwanese broadsheet newspapers, and *The New York Times* is one of the elite newspapers in the U.S. In addition, the *China Times* has an abundance of transedited news from *The New York Times*.

3.2 The text functions of the source and target texts

The majority of the transedited texts have only one third the lengths of their original counterparts (Chen, 2008). Due to space constraints, the translators employed such transediting strategies as retopicalisation, deletion, restructuring and synthesis to render the original articles. The resulting differences between the source and target news stories as regards their generic conventions and content led to dissimilar source and target text functions. This section will first compare the generic structure and content of the source and target texts and then identify their respective text functions.

The source and target opening paragraphs reveal different ways of narrating a news story. Those of the source texts from *The New York Times* are mostly presented in the format of a hook (Shie, 2009), starting with an imaginative scenario or a real case and slowly leading the readers toward the

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[2] In the Appendix, ST and TT stand, respectively, for the source and target text. Put in parentheses are the English back translations of the target Chinese headlines.

main topic. The target versions, by contrast, tend to be constructed as nut graphs (or gists), which straightforwardly point out the main points of the news stories with ensuing statements to fill in the details. See the two excerpts below for instance:[3]

(3) No. 5

ST: Is Europe bringing back the automat? Claudio Torghele hopes so.

TT: 披薩的發源地義大利，竟然也出現了專賣披薩的自動販賣機！賣的可不是一般便利商店裡微波加熱的冷凍披薩，而且從和麵、揉餅皮、加料到烘焙，全部由自動販賣機當場現做的熱騰騰披薩，看來對大師雙手絕活情有獨鍾的歐洲，也開始擁抱機器了。

(Pizza automats unexpectedly spring up in Italy, where the pizza originates! What they sell is not the average frozen pizzas from a convenience store to be heated in a microwave oven, but freshly made pizzas that the automats make by mixing flour, rolling out dough, sprinkling toppings and baking. It seems that even Europe, with a soft spot for the chef's handicraft, starts to embrace machines.)

(4) No. 17

ST: One bathroom in Stefanie Mullen's home in a suburb of San Diego is stocked with enough products to line an aisle in a drugstore:

TT: 少女愛美愛打扮，似乎天經地義；若十幾歲的少男每天也在瓶瓶罐罐裡忙東忙西，許多父母大概不解甚至抓狂吧。

(It seems quite normal for teenage girls to be conscious about their appearance and obsessed with their outfits; but if teenage boys are busy fumbling with a variety of products every day, many parents would probably be puzzled or even go crazy.)

The source opening paragraphs in examples (3) and (4) mention some individuals whose jobs and ages are unknown to the original readers. The information seems to provide some clues to what the stories are about, yet is generally vague and elusive without disclosing much. Quite to the contrary, the target versions tell their readers exactly what phenomena have been noticed and at times additionally where, why, when and how they happened. While the opening paragraphs of the source news stories introduce anecdotes (i.e. hooks), the transedited ones give brief accounts (i.e. nut graphs) of the whole news stories, synthesising the essential information extracted or deduced from their source texts. Both the source hooks and the target nut graphs are meant to establish a relationship with their respective readers by preparing them for what the news stories are about, and thus exhibit the phatic function at the start of news coverage.

Three major differences in the content of the source and target soft news can be observed. First, the source headlines tend to relate events more objectively, while the target counterparts are often infused with subjective attitudes and opinions, as the following headlines demonstrate:

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[3] The numbers of news items referred to as No. 19 and No. 6 in the examples indicate the nineteenth and sixth sets of source and target texts in the Appendix.

(5) No. 8

    ST: Answering Baseball's What-Ifs

    TT: 模擬棒球電玩 讓你圓教練夢

    (A simulation baseball game can realize your coach dream)

(6) No. 1

    ST: Maternity-Leave Alternative: Bring the Baby to Work

    TT: 育嬰假？遜！帶嬰上班正時興

    (Maternity leave? Outdated! Bringing the baby to work is in fashion)

The source headline in example (5) does nothing more than put forth the topic of the news story, whereas the target headline involves the translator's conclusion drawn from the original text, in which no mention is actually made of any coach dreams, but exploring what-if scenarios. Example (6) is even more telling. The target headline contains an evaluative opinion that projects bringing the baby to work as being outdated. It is clear that the expressive function is missing in the source texts, but present in the target texts.

    Second, entertainment elements, which appeal to the readers' emotions and feelings, usually weigh more in the target text as can be seen in the following examples:

(7) No. 19

    ST: At age thirty-six, Hello Kitty may be running out of product lives.

    TT: 卡通玩偶「凱蒂貓」（Hello Kitty）深受全球粉絲熱愛，周邊商品賣得搶搶滾，然而歲月不饒貓，邁入卅六歲的「凱蒂貓」如今也面臨中年危機，……

    (The cartoon character Hello Kitty is deeply loved by fans all over the world. Related products sell like hot cakes. However, time and tide wait for no cat. At age thirty-six, Hello Kitty is now facing her midlife crisis…)

(8) No. 6

    ST: Recent articles, free at GlobalPost.com...

    TT: 網站上除了付費內容外，目前仍是免費的優質新聞也是吸引讀者的關鍵。

    (In addition to the paid content on the site, the quality news that is still free of charge to date is the key to attracting readers.)

The two transedited texts above are expanded with the translators' own interpretations. The source text in example (7) merely informs the readers of Hello Kitty's waning life, whereas the target text primarily seeks to entertain the readers by tampering with the saying "time and tide wait for no man" and personifying the feline character as facing a midlife crisis. Compared with the source text, the target text exerts more effort in amusing the readers, which shows how the appellative function in the target news overrides the other text functions. In example (8), the target text emphasizes not only the "free" content but the "quality" news of GlobalPost. Positive values of the news web site are underscored so as to interest the target readers or even entice them to visit the site in person.

    Third, as almost two thirds of the original news stories are subject to deletion in the transedited versions, a large proportion of information that is

trivial or unfamiliar to the target readers is likely to be omitted in the transedited versions (see the italic parts in the following examples):

(9) No. 18
ST: *In demonstrations,* the projector is strapped onto a toy rifle that is equipped with motion sensors. As the game is projected on the wall, *players can pursue the villains with the rifle,* aiming and firing left and right, up and down. *If the bad guys sprint behind the players,* they can swivel around and go after them on the opposite wall, *said Matt Nichols, a Microvision spokesman.*

TT: 有一款產品與射擊遊戲槍結合，並內建動作感測器，不僅能在牆壁或天花板上呈現遊戲場景，而且上下左右瞄準自如，玩家甚至可以轉身轟掉背後的壞蛋。

(There is a product combining a toy rifle that is equipped with motion sensors. It can not only project the scene of the game on the wall or ceiling, but allow players to aim left and right, up and down freely and swivel around to get rid of the villains behind their back.)

(10) No. 13
ST: Last month, Mr. Lindbergh stirred the pot by creating a series of covers for French Elle that showed stars *like Monica Bellucci, Eva Herzigova and Sophie Marceau* without makeup or retouching.

TT: 為了彰顯訴求，林德伯格幫法國四月號 Elle 雜誌拍出八位歐洲女星脂粉未施的素顏照，更勁爆的是照片完全未經任何加工或修改，強調的就是自然、真實。

(To meet the demand, Mr. Lindbergh shot the covers of the April issue for French Elle, featuring eight European female celebrities without makeup. What's even more shocking is that the photos were not at all processed or altered, emphasising natural and real.)

In examples (9) and (10), much information is removed from the source texts. Often omitted in the target texts are the names and job titles of the people who make relevant statements in the report, or public figures with whom the target readers might not be familiar. Such omission of details would not jeopardise the understanding of the readers, but instead facilitate their reading comprehension. Furthermore, without these unknown or even bewildering names, the target news stories are more likely to bring the readers' attention to the interesting parts of the soft news and effectively perform the appellative function.

Judged from the analysis above, the primary function of the source news texts can be defined as both appellative and referential, with the phatic function being secondary, whereas the primary function of the target versions can be described as appellative alone, with the referential, expressive, and phatic functions being secondary.

4. Shifts of engagement resources

Soft news stories are less strict with their structure and thus may contain versatile styles. As the source and target soft news articles have different schematic structures, the analysis of engagement shifts will be made in terms of the two basic and commonly shared parts of soft news: the headline and the main body.

4.1 The headline

Despite the fact that the original headlines and the transedited headlines vary to a great extent in their content (see Section 3.2), they are similar in their little use of heteroglossic engagement resources, as Table 2 illustrates:

	Heteroglossic	Monoglossic
Source headline	4	16
Target headline	5	15

Table 2: Numbers of heteroglossic and monoglossic headlines

Only four source headlines (those of the news items no. 5, 11, 13 and 16) and five target headlines (those of the news items no. 1, 4, 11, 12 and 13) are heteroglossic. The majority of barely asserted (i.e. monoglossic) headlines can be characterised as "intersubjectively neutral, objective or factual" (White & Motoki, 2006, p.192) and are therefore mostly deprived of interactive features.

The following examples can make clear the above-mentioned similarity and difference between the source headlines and their transedited versions:

(11) No. 17
    ST: Masculinity in a Spray Can
    TT: 美少年重外貌 從頭到腳勤保養
    (American teenagers are conscious about appearance: Skin care from head to toe)

(12) No. 15
    ST: Foreign Languages Fade in Class — Except Chinese
    TT: 大陸出錢出人 全美學中文正夯
    (Mainland [China] offers money and people: Learning Chinese is the trend in the U.S.)

The source headline in example (11) conveys a vague idea without giving further details while the target counterpart directly pinpoints the gist of the coverage, telling its readers that it is the teenagers that are relying on spray cans to bring out their masculinity. Example (12) is a similar one without heteroglossic engagement resources, but slightly different in details. Even though the source headline in the example directly tells the readers the focus of the news story, the target headline gives even more information, telling the target readers the reason why learning Chinese is booming and where this phenomenon is happening.

4.2 The main body part

Both the source and target texts teem with heteroglossic engagement resources in their main body parts, but with some differences (see Table 3).

	Source texts	Target texts
Dialogic contraction	145	**277**
Dialogic expansion	151	**115**

Table 3: Total numbers of dialogically contractive and expansive engagement resources in the main body part

It is notable that the number of dialogically contractive resources leaps from 145 times in the source texts to 277 times in the target texts, by about 91%, compared with a 24% drop of dialogically expansive resources from 151 times in the source texts to 115 times in the target texts. The target versions not only keep the original contractive expressions but reinforce them with additional ones. In contrast, 24% of the original expansive formulations are either missing or turned into contractive ones in the target texts.

As illustrated in Table 4 below, the categories of Deny, Counter, Endorse and Acknowledge exhibit salient increases and decreases of engagement resources in the target texts.

	Engagement		Source texts	Target texts
Dislogic contractive	Disclaim	**1. Deny**	**62**	**102**
		2. Counter	**66**	**135**
	Proclaim	1. Concur	13	15
		2. Pronounce	3	7
		3. Endorse	**1**	**17**
		4. Leading questions	0	1
Dislogic expansive	Entertain	1. Evidence	7	8
		2. Likelihood	41	40
		3. Hearsay	1	1
		4. Expository questions	10	9
	Attribute	**1. Acknowledge**	**92**	**56**
		2. Distance	0	0

Table 4: Total numbers of engagement resources in the main body part

As the numbers suggest, resources of Deny, Counter and Endorse seem to have the tendency of being used more often in the transedited texts, while resources of Attribute exhibit significant reduction in Acknowledge. In what follows, excerpts with shifts of the above-mentioned engagement expressions will be drawn from the case study data to elucidate the differences between the source and the target texts.

4.2.1 Deny and Counter
The additional resources of Deny in the target texts are mainly used to create a surprising effect and to draw the readers' attention. Specifically, more resources of Deny are usually added in the target texts to couple the subjects of the news stories with related information. On the surface, these additional expressions of Deny are used to contradict a fact plainly in a negative statement, but actually they introduce a known brand or product, or a contrary fact, belief or benefit so as to make the real focus of the news story stand out, as can be exemplified by the following passages:

(13) No. 2
  ST: It is … of the Abbaye de Saint Bon-Chien, an unfiltered, unpasteurised, limited-edition ale brewed by Brasserie des Franches-Montagnes in Switzerland.

TT: 比較特別的是，這款未過濾、限量發行的天然發酵麥酒，**並非**出自著名的比利時五大修道院，而是來自瑞士的「弗朗什山釀酒廠」（Brasserie des Franches-Montagnes）。

(What's more interesting, this unfiltered, limited-edition natural ale does **not** *come from any of the five noted Trappist abbeys in Belgium* but from Brasserie des Franches-Montagnes in Switzerland.)

(14) No. 7

ST: Users of Skype on mobile phones can make calls and send instant messages to other Skype users free...

TT: 透過 Skype 來打電話，再也**不**必透過電話商的行動電話網絡，也就是**不**必付出較昂貴、按秒計費、讓廠商大撈油水的通話費。

(Via Skype, there is **no** need to make phone calls through phone companies' cellular network. That is to say, there is **no** need to pay phone bills that are more expensive and charge per second to let phone companies knock you back.)

The target text in example (13) with the Deny resource 並非 (does not) obviously provides more information (see italics) than the source text. The fact that the ale is of Swiss origin could have been stated without referring to the five Trappist abbeys in Belgium. However, Trappist beers are probably well-known to the target readers and are thus mentioned to associate the Swiss beer with the Belgian one. In example (14), the target text not only negates a statement with 不必 (no need), but meanwhile informs the readers of some good news regarding the benefits Skype can bring. While bringing up the normal situation in which all readers in Taiwan are obliged to conform to the cellphone carriers' data plans and pay rather expensive rates, the target text dismisses the proposition and at the same time shares the good news that it is no longer necessary for cellphone users to perform such overcharged obligation. In short, by introducing alternative opinions, possibly recognised ones that all readers agree with, the target text then rejects the viewpoints through resources of Deny and thereby highlights the advantages of the subject matter, taking the readers by surprise in the target soft news.

On top of Deny, extra resources of Counter such as *however* and *but* are mainly added in the target news stories to accentuate the effect of surprise as well. See the following examples for instance:

(15) No. 7

ST: Apple will limit Skype's use on the iPhone somewhat, allowing Skype calls to be made only when the device is connected to local Wi-Fi networks…

TT: **然而**，蘋果電腦打算對 iPhone 手機使用 Skype 服務設限，**只**允許用戶的手機連接到地區性 WiFi 網絡時，才能打 Skype 電話…。

(**However**, Apple Computer plans to limit the use of Skype service on the iPhone, **only** allowing users to make Skype calls when their cellphones are connected to local Wi-Fi networks.)

(16) No. 1

ST: Borshoff, a communications firm in Indianapolis with forty employees, has a Bring Your Baby to Work program for infants aged six weeks to six months. The firm pays 80% of an employee's full salary when the child is in the office.

TT: 明尼蘇達州「Borshoff 通信公司」有四十名員工，公司老闆馬修鼓勵員工帶六周至六月大的嬰幼兒一起上班，**但**必須減薪兩成。

(Borshoff, a communications firm in Indianapolis, has forty employees. The boss, Mathew, encourages his employees to bring infants aged six weeks to six months to work, **but** their salary will be reduced by 20%.)

After the paragraph preceding the target excerpt in example (15) mentions the low cost and widespread use of Skype, 然而 (however) is inserted to catch the readers' eyes and lead them to go on reading until they understand the parameters set by the company, presented with another Counter resource 只 (only). Similarly, the target text of example (16) is added with a transitional word 但 (but) to put emphasis on the reduced salary, while the source text plainly describes the firm's policy. The messages presented before these Counter resources are likely to be acknowledged facts whereas the information following them is new, novel and surprising to the readers.

4.2.2 Acknowledge and Endorse
In the target texts, the resources of Acknowledge used in the source versions tend to be deleted in the following two situations: (1) as a result of transediting strategies that curtail repetitive Acknowledge resources ascribed to the same source, and (2) due to the shifts of resources of Acknowledge into those of Endorse.

Example (17) below exhibits the first occasion. The Acknowledge verb *said* is used once at the beginning and another time at the end of the paragraph in the source text. While the source text starts with the quoted statement, then to the cited source, the TV series, the TV station and back to the unfinished statement made by the source, in the target text, the order of the information displayed is quite the opposite, beginning with the TV station, the TV series, the cited source, and finally to the statement. The two Acknowledge verbs in the source text are synthesized into one in the target text.

(17) No.13
ST: "The vampire is the new James Dean," said Julie Plec, the writer and executive producer of The Vampire Diaries, a forthcoming series on the CW network… about high school femmes and hommes fatales. "There is something so still and sexy about these young erotic predators," she **said**.
TT: 美國 CW 電視台（CWNetwork）預定九月播映的最新影集《吸血鬼日記》（The Vampire Diaries），同樣鎖定高中校園為背景，編劇兼執行製作茱莉・布列克**說**：「吸血鬼是新的詹姆士・狄恩，這些年輕的情色掠奪者是如此沉靜與性感。」
(The latest TV series *The Vampire Diaries*, slated to air in September on the CW Network in America, is also set in a high school setting. Writer and executive producer, Julie Plec **said** "The vampire is the new James Dean. These young erotic predators are so still and sexy.")

The second occasion in which Acknowledge expressions are reduced occurs when endorsements are found to replace acknowledgements in the target texts especially when the importance of the cited sources is recognized. The 17 cases of endorsement, as Table 4 indicates, involve the head of a company

such as directors, founders, and presidents as well as authorities like experts, professors, and software designers. The following are such cases in point:

(18) No. 10
ST: Such devices may have considerable appeal for consumers, so long as the glasses are attractive and lightweight, **said** *Henry Fuchs, a professor of computer science at the University of North Carolina at Chapel Hill.*
TT: *北卡羅萊納大學電腦科學教授富齊斯***表示**，未來此種眼鏡重量若能更輕、外型和功能更具吸引力，市場潛力必無可限量。
(*A professor of computer science at the University of North Carolina, Henry Fuchs* **points out** *that if the glasses can be lighter and more attractive in design and function, their market potential will be beyond measure.*)

(19) No. 2
ST: "There are an increasing number of people who are doing video searches to supplement and improve what they do in their offline lives," **said** *Suranga Chandratillake, the chief executive of Blinkx, a video search engine.*
TT: *影像搜尋引擎 Blinkx 公司執行長蘇蘭加‧錢德拉提雷克***表示**，有愈來愈多人使用視訊搜尋…
(*Suranga Chandratillake, the chief executive of Blinkx, a video search engine*, **points out** *that there are an increasing number of people who are doing video searches…*)

As can be seen from examples (18) and (19), the cited sources are a professor of computer science and a chief executive, and the reporting verb *say* used in the source texts is replaced with 指出 (point out) in the target versions. The endorsements in the target texts are capable of signifying the level of the importance or gravity of matters. The statements made by reliable figures or leaders are credible, thus endorsed in the transedited texts.

5. Discussion

Based on the regular shifts of engagement resources identified in the headline and main body parts of the target news texts, this section will elaborate on the ways the reader involvement is mediated in the target texts and on the connection between such mediation and the target text functions.

The original reader engagement is generally not altered in the headline part of the target news, but the content of the target headlines is different from that of the source counterparts. Headlines should provide a reading path, leading the readers to interpret what follows in the main body part (cf. Reah, 2002). Accordingly, the translators may have supposed that most of the target headlines, like the majority of the source headlines, should be presented in the form of the bare assertion, as the monoglossic headlines can enable the writers to point out the focal points of news stories and lead the readers toward a specific path to maximise the intended communicative effect (Martin & White 2005, p.101). However, in order to successfully enhance communication efficiency, apart from specifying the reading direction, headlines, which are what make the first impression on the readers, need to attract the readers' interest and keep them eager to read more. Hence, the focus shifts in the headline section can be attributed to the appellative function which the source and target texts primarily aim to achieve, as

mentioned in Section 3. In other words, the source and target headlines are meant to appeal to the readers' curiosity and invoke their responses. The only difference is that the implicit source headlines lead the readers to find 'what' happened, while the explicit target headlines lead the readers to find 'how' the event at issue happened. The divergent ways the source and target headlines are presented are not directed toward different functionality, but rather the same one – to exert the appellative function.

The frequent addition of Deny and Counter resources in the target soft news (see Table 4) serves to make the story-telling by the writers more genuine and intimate, as opposed to the relatively more formal source news stories. The text-reader distance in the target versions is shortened with expressions such as *it does not come from…* and *but…* that are used to engage the readers. The additional expressions of Deny and Counter can initiate a dialogue between the target texts and their readers as if the texts were telling the readers that the object to be brought to light in the coverage was not like what they had expected. The text-reader rapport may thus be built in the target texts as long as the target readers could embrace the particular proposition being advanced to them.

The close text-reader distance that is stimulated in the target texts by Deny and Counter is also in harmony with the appellative function of soft news – to make the receivers respond in a certain way. While the source readers, possessing better background knowledge, may be more familiar with what is introduced in the source soft news, it is a different case for the target readers. From this perspective, the target readers might need assistance in comprehending the news content, so the target texts inform their readers of relevant information for their reference via the addition of Deny resources. By delivering useful information contrary to the readers' previous assumptions, the target texts can successfully project the writers as being friendly and caring to their readers and create surprise as well as effective reader involvement. As for the addition of Counter resources (such as *however* and *but*) in the target texts, it may be caused by the special features of news transediting. The original news stories need to be retold in Chinese within a rather short frame, so it is essential to adopt clear transitions in the Chinese transedited versions to generate the target readers' interest. As a result, the products of soft news transediting tend to be arranged in a way that is loaded with surprises and packed with resources of Counter, which work together with expressions of Deny to create the counter-expectational effect in the target texts.

The difference of reader involvement between the source and target texts can also be ascribed to the fact that the referential function is prioritised in the source soft news whereas it is considered secondary in the target version. Such distinction between the source and target news stories can be detected in the relatively economical use of Deny and Counter resources in the original soft news (as Table 4 demonstrates). The Disclaim resources supplemented in the target texts can turn a piece of information that might have been solely referential into a discourse that is capable of inviting the readers' responses or participation.

The shifts of Acknowledge resources into Endorse expressions change the role of the writer from a distant story-teller into one who is committed and responsible for his or her own citations. Upon reading the remarks put forward by expressions of Endorse, the target readers may spontaneously take sides with the original writers as Endorse resources can focus the readers' attention on the utterances of external sources and exclude other alternative viewpoints.

The shift of the writers' positions from neutral to approving may be mainly due to the expressive function that is exclusive to the target soft news. These cited statements are based on facts, common knowledge, or information mentioned by figures who are influential enough to make these statements. With Endorse resources, which reveal the writer's personal judgment on the matter, the transedited texts can in effect align the target readers into not only the value positions of the cited sources but also into what the readers may believe the original writers regarded as correct and valid.

6. Conclusion

Soft news deals with human interest stories that tend to address the readers rather directly instead of reiterating an event with little human touch. Hence, the ways the readers are involved should reasonably be worth attention when it comes to soft news translation. With Nord's translation-oriented model of text functions as the theoretical background, this paper has conducted a case study on English-Chinese news transediting, contrasting the similarities and differences of texts functions and engagement resources between twenty pieces of soft news stories and their transedited texts, with the purpose of examining the interrelation between the target text functions and the ways the original reader involvement is adjusted.

The results have shown that the interactions between the texts and readers basically remain the same in the headline due to the preferred use of bare assertions, which are monoglossically formulated and are thus lacking in reader involvement. Nonetheless, regular changes can still be seen with respect to the focus of headline content as a result of the translators' conformity to the appellative function by tailoring the headlines to resort to the target readers' inquisitiveness. In the main body part, the commonly spiced Deny and Counter resources in the target texts shorten the distance between the target texts and their readers. Responsible for such mediation is the receiver-oriented appellative function, whose effect in soft news includes surprise and entertainment. Moreover, by replacing Endorse resources with Acknowledge ones owing to the target expressive function, the target texts can induce the target readers to side with external sources and thereby commit the original writers to taking part in a colloquy or, to be precise, a 'trialogue' between the writer, speaker, and reader.

It is hoped that this research can contribute to the study of soft news transediting, in particular, with regard to its rearranged reader involvement, and facilitate further research into this area. For instance, pedagogical implications can be drawn from this study for teaching student trainees about how the soft news should be transedited to achieve the text functions aimed at the target-culture receivers.

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