

Semiotic Analysis Of Translation Services Management In Liaoning, China

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Abstract: Both Saussure's semiology and Peirce's semiotics laid the foundation for semiotic analysis, on basis of which, Morris proposes behavioral approach to semiotics. From semiotic perspective, this paper presents the translation service management via orientation, manipulation and consummation. Translation services management in local translation agencies and in Summer Davos Forum are delineated based on the social behaviorism, which covers both the description of the translation services and the semiotic analysis of the translation services management. The semiotic analysis may not only enrich the scope of the translation services studies but also attribute to the industry development, meanwhile, new research associated with translation services industry will be followed up.

Keywords: translation services management, orientation, manipulation, consummation.

Introduction

Translation services in the Globalization nowadays is typically marked-oriented Language Service, which include translation, service, localized service, language technology and language- tool research and development, language asset management in terminology, global and local consultancy service, education service training etc. The translation industry witnesses its development since the late 1970s with the launch of the open-up policy,

meanwhile the industry translation also develops at the pace of the times.

Three levels in terms of the management of translation service

The three levels in terms of the management of translation service industry include the macro-level on the agenda of "Belt & Road Initiative" national policy and the WTO&GATS regulations; the meso-level in regard to industry demands, local market demands and translation association; and the micro-level from the

demands of the clients and consumers. The researchers delineate the management of translation service industry on three aspects, i.e. translation products; translators and interpreters; translation in industry, translation service agencies and translation associations. Accordingly, the data for the three aspects were collected respectively, either by qualitative or quantitative method.

Thereafter, the observation and analysis were made based on the realistic description. At the meantime, solutions to the existing problems were envisaged and effective measures were taken up. And findings naturally came after the above analysis. Finally, conclusions & suggestions were made for further research.

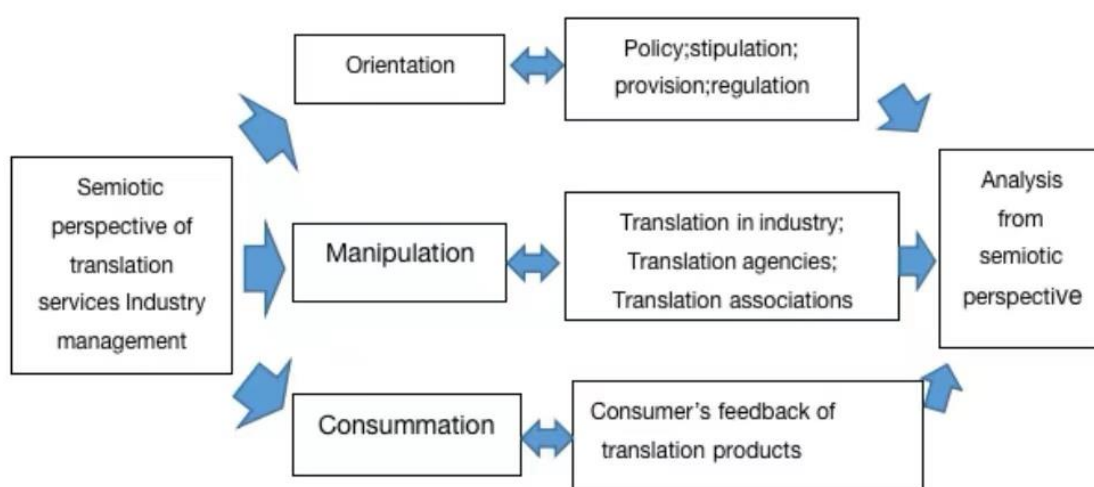


Figure: Research Mind Map

Three phases of action in terms of semiotics

Another theoretical framework is from the semiotic perspective, which is based on the behavioral approach to semiotics proposed by Morris. Three phases of action is defined by Morris (1938), which are called orientation, manipulation and consummation. Roland Posner (1978, p.p.26-27) states in *Classics of Semiotics* as follows,

The object perceived is not in the immediate surroundings of the actor, but

motivates him to go to it. The stimuli in the perception phase have the function of orientation: the properties of the impulse-satisfying object from which they arise serve as orientation properties for the actor (cf. Morris in Mead, 1938:xxvi)...

The preparation of the object in the manipulation phase can involve widely differing types of activities. These may range from the simple arranging of an object that is already impulse-satisfying to

the production of such an object according to the actor's conception. The manipulation of the object takes place primarily in the actor's immediate surroundings...

The elimination of the impulse in the consummation phase occurs either through its partial or total satisfaction or through the fact that another, competing impulse comes to the fore and assumes control of the behavior. The perception stimuli connected with the satisfaction of the impulse primarily make use of the contact senses. They function as consummation stimuli and can be traced back to the consummation properties of the impulse-satisfying object (p.p.26-27) .

These three phases can be applied to the management of the translation industry. The three phases form a circulatory system of convincingness, persuasiveness and effectiveness, which confirms to designative signs, prescriptive signs and appraisive signs. The first phase of orientation is kind of statement that illustrates the informative sign use, i.e. the macro aspect of the policies formulated by the state; the second phase of manipulation is kind of incisive sign use, i.e. the meso aspect of what the translation enterprises etc. should act to do; the third phase of consummation is kind

of valuative sign use, i.e. the micro aspect of the customer's specific evaluation.

Semiotic Analysis of Translation Services Management in Liaoning

The case study of the translation services management in Liaoning is based on the depth interviews of the translation service managers in translation companies, the mediators for translation services and the data will be analyzed in the semiotic perspective. From the interview data, the information as the signifier is collected and the denotation and connotation as the signified are listed out, thereby following with the interpretation of the translation services. With the description of the typical cases in Liaoning province, a mode for an effective management will be proposed, which may lead to a healthy development of the translation services industry in Liaoning and in China in a larger scale.

On basis of semiology by Saussure, a sign is composed of signifier and signified, in terms of linguistics and telecommunication. Peirce's metaphysics of Firstness, Secondness and Thirdness is expounded "First is the conception of being or existing independent of anything else. Second is the conception of being relative to, the conception of reaction with, something else. Third is the conception of mediation whereby a first and a second are brought into relation". According to Peirce, Firstness corresponds to emotional

experience. Secondness is the mode of being that is in relation to something else. This is the category that includes the individual, experience, fact, existence, and action-reaction. The trichotomy of object, representamen and interpretant, the core of Peirce's semiotics, will be applied to the data classification. The firstness, what is called by Peirce, is the information data in the interviews; the Secondness, what is called representamen by Saussure is the features of the translation industry management, and the thirdness is the evaluation conducted by both interpreters and clients.

The case study interview information composes three phases on management of the translation industry, which is in accordance with the behavioral foundation of semiotics elaborated by Morris (1987). The three phases can be called orientation, manipulation, and consummation, that are determined respectively by perception, preparation of the object, and satisfaction or suppression of the impulse, which involves senses, motivations to go for the set object, and the stimuli, such as the market (Morris in Mead, 1938: xxo vi). The three phases, i.e., the orientation property, the control of behavior, so called the functional phases and the consummation phase of the action, are applied to the analyze of the interview data as signs of the translation industry. Thereby the semiotic analysis of the interview data are elaborated.

Semiotic analysis on interview data of translation services in Yarole translation company

As a professional translation and localization service provider, Dalian Yarole Translation Service Co., Ltd. has focused on the language service industry for 15 years. The company has always adhered to the concept of "integrity-based, service-oriented, capacity-based commitment and quality assurance", handled various language obstacles for customers, and made every effort to meet customers' requirements by continuously strengthening the translation and service quality.

Yarole translation integrates a series of language services such as document and drawing translation, business and technical interpretation, localized translation of software and websites, multimedia translation, foreign-related translation notarization and interpreter assignment. The company undertakes the relevant foreign-related translation matters of the entry-exit administration bureau, government agencies, relevant foreign-related departments of public security, procuratorial and law, as well as radio, television and other authorities at the same level. At the same time, it has sustained and stable business relations with hundreds of domestic enterprises and institutions and many well-known foreign enterprises, helps overseas customers make their products and services enter the huge Chinese market, and assists domestic customers to successfully expand the international

market.

The total quality management system implemented by Yarole translation in accordance with ISO 17100:2015 standard implements the standardization of workflow and quality control, and ensures the consistency between the translation and the original text through a perfect quality management system, so as to ensure the quality and efficiency of translation or localization services.

Yarole translation focuses on long-term cooperation with customers, grows together with customers in this continuous cooperation process, fully considers customers' interests, and Z helps customers reduce relevant costs to a great extent. The project team composed of project manager, translator, proofreader, art designer and typesetting engineer of Asia Europe translation can provide high-quality "one-stop translation service" and strictly control the cost within the customer's budget.

Description of the interview

The telephone interview with Wang Zhe is based on the actions of translation services in Yarole Translation Company.

The translation areas in Yarole Translation Company cover enterprise translation (Dalian Goodyear, Bergmann, SKF, shipyards, machine tool factories, China Resources International Trade, Dalian Heavy Industry, Sino-foreign joint ventures etc.); and personal translation. Translation categories

include foreign on-site translation services, machinery manufacturing or mechanical translation, technical translation and supervision translation of Party A and Party B; translation projects of research groups, translation of academic papers, and translation of master and doctoral papers; translation of documents, business translation, insurance translation, certificate translation and so on.

There are English, Japanese and Korean account for 70%; Russian, French and German account for 20%; and other languages including Spanish, Portuguese and Italian account for 10% in terms of translation languages. full-time employees and contracted employees. As for the composition of translators and interpreters, there are 20 full-time employees, accounting for 36% of the total. Ten of them are full-time translators and interpreters, and the other 10 are responsible for other businesses of the company. In addition, there are contracted translators, including 20 Chinese-English translators and interpreters, accounting for 36% of the total. There are 10 Japanese and Korean translators and interpreters, accounting for about 18% of the total. There are 6 translators and interpreters in German and other languages, accounting for about 10% of the total. Chinese-English translation is still short of professional translators and interpreters, and we also cooperate with foreign counterparts.

Senior translators, forming a

team after passing the examination and trial; the reform of enterprises and institutions such as Dalian Heavy Industry. Most of the full-time translators and interpreters are undergraduates and postgraduates, including Dalian Foreign Studies University, Liaoning Normal University. Freelance translators with high professional requirements, high translation quality requirements and high matching degree of assigned translation characters.

The economic crisis in 2008 has directly affected our company's foreign translation. Around 2010, foreign investment in domestic demand, in China to start projects. "Belt and Road Initiative" policy was put forward, our country provided assistance to the construction of infrastructure in Africa, the Middle East and southeast Asia, and Chinese investment in foreign projects also brought opportunities for translation. In the impact of new corona-virus outbreaks, such as now in 2020, our business volumes have also dropped significantly.

Semiotic Analysis on the interview text

Based on the interview with Manager Wang of Yarole Translation, the semiotic analysis is delineated as what Morris stated on the behavioral phases. Signs of designation, signs of recipients and signs of appraisals are analyzed. Different from the translation services in the state-owned enterprise, the Yarole (Chinese pronunciation of the Asian-Europe) Translation presents the macro policy and market have a great

influence on translation companies.

The orientation phases is obviously based on the demands of the market. As for the market demands from 2005 to 2007, the company accounts for a high proportion of translation in enterprises, business and academic papers. There are also immigration companies, study abroad companies and other cooperation with us, the personal entry and exit of the relevant document's translation is also increasing. Some translations, such as personal driver's license, need to be done by qualified translation companies and stamped with the official seal of the translation companies.

The personal demands are the driven force for the market. The normal notarial certificate is issued by the notary office with seal, but usually the notary office signs a contract with a translation company. The actual translation at the background is still done by the translation company. We have cooperated with Fushun Notary Office. Notarization includes both Chinese-English translation and English-Chinese translation. The qualification certification also requires our qualified translation company to issue translation certificate.

According to the matching degree, that is, mainly depending on the customer's requirements. Those with fixed templates and patterns such as certificate translation are translated by full-time translators. In addition, for those with high

requirements from customers, such as papers, specifications and other high-cost requirements, we will use a senior translator to translate. The assignment of translators and interpreters is related to the requirements of the client. Some translation services will be outsourced to our counterparts, such as Singapore, Germany, Japan and other countries have the counterparts of Yarole Translation.

The demands of the translation and interpretation market, the personnel demands and the customers' requirements act together as the denotatum or the designative signs. Naturally, the type of signification of the demands respectively understood as designators for further manipulation of the translation services in a private translation company. Correspondingly, the regulations and rules for the personnel and the translation products are formulated which act as the prescriptors for the translation quality.

In Yarole Translation, the stipulation of working procedure and the task assignment for translation are conducted within the company. The translation requires for a minimum error rate in the draft of the translators and interpreters. That means finding ways to make the best translation with limited time and limited staff. In addition to the professional vocabulary mentioned above, there are corresponding vocabulary textual research skills to ensure high-quality translation. Ensure the accuracy of the

terminology while maintaining the correct format. Second, three-level proofreading Standards are stipulated. Primary proofreading is basic information, such as missing items, Numbers, units, etc. This proofreading usually occurs in the entry and exit of individuals, births, real estate, stocks, etc. Secondary proofreading is mainly the proofreading of writing. Usually a technical document requiring accurate terminology. Some translators work together to see if the terminology is consistent. Translation of professional documents is not only a requirement for language, but also depends on the familiarity of professional knowledge, in order to better complete the translation. Three - level proofreading such as advertising words, exhibition works publicity, etc., for writing, grammar and other higher requirements, will add additional proofreading.

The customers as an obvious appraiser in Yarole Translation take the evaluation role in the consummation phase on the one hand. Their positive feedback and continuous cooperation with the Yarole Translation show the positive development of this private company. On the other hand, more and more graduations from high quality universities also reveal the attraction of this company, the source of the personnel acts as another appraiser for the fulfillment of the objects in Yarole Translation.

Good translators and interpreters have fixed translation

materials, for example, our contract interpreters have a fixed monthly income, the extra workload has additional income. This is related to the fact that we have fixed partners of Party A in the market, such as the translation of various construction, bridge, Middle East bidding organization design and technical specifications conducted by China state construction. This requires translators and interpreters to have a high level of technical skills, in addition to language skills, but also to have a degree of professional technical familiarity. Good professional interpreters are scarce.

Because Yarole Translation mainly serves for local economic construction, such as construction, machinery, water conservancy, chemical industry, etc., it establishes a special corpus after each translation, and reserve a special professional vocabulary. For example, the terminology of related construction industries such as China Construction Corporation and China Construction Eighth Bureau of the same kind of materials will be filed, and the translation of professional vocabulary in the extracted thesaurus after the filing and building of the same kind of manuscript is accurate and fast, which is better than Baidu, Google, etc. In this way, the final manuscript can reach 80-90 points.

They have high, medium and low-level translation materials for our customers. After receiving the customer materials, the project manager will carry out professional matching, including industry

matching and language matching to the corresponding translators, and carry out refined positioning. Some large-scale projects, such as the translation of bids, have economic bids and technical bids, which require 45 days to complete the translation of bids, and some require hourly translation in English, German, French and other languages. This requires the cooperation of translators and peer-to-peer process operations. At this time, our full-time translators and contracted translators cooperate at the same time.

From the above analysis, it can be concluded that the three phases of orientation, manipulation and consummation are in an active and dynamic state for the behavior of the management of a company to ensure the accuracy of such a professional translation.

Semiotic analysis on interview data of mediator for Summer Davos in Dalian

From 2007 to 2019, it has been held 13 times in China, including 7 times in Dalian and once every other year. The total number of delegates attending each meeting is about 1800, including nearly 1000 in the business sector. On average, this figure is almost fixed every year, not necessarily a lot. Because not everyone can come to this forum. It's membership based. Those who can participate in the forum must be members of the business community, and the annual increase and decrease are relatively average. the Davos forum is a platform that has captured the global economy, including

business, political, scientific and technological leaders of some media, as well as outstanding young people around the world. There are also heads of state in Davos in summer, but generally there are three or four participants, which is also limited by foreign affairs of the foreign ministry. We focus on technology and innovation in summer. The theme is different, but the level is annual meeting.

In such a world-wide forum, the translation service takes an important role for the communication between global enterprises and leaders in economy especially. Interview with Wang Fang on Translation for Summer Davos Forum is the most direct way of get the information on the translation services for the international conference every other year in Dalian, Liaoning, which will give an overlook on the management of the translation services in Liaoning. From the semiotic perspective, and more clear way of translation service in terms of orientation, manipulation and consummation could be delineated.

Description for the interview

Interview with Ms. Wang on Translation for Summer Davos Forum reveals an outlook of the translation service for Summer Davos in Dalian, Liaoning Province, as she is an coordinator for the translation service for the forum. She coordinates both the interpreters and translators and volunteers for each forum.

Because the Davos conference

is multilingual, and the translation is mainly done by the translation company in Beijing. The core simultaneous interpreter (core translation or interpretation) are arranged by the Forum Committee. About ten translators are required to meet the demands of different language, who are invited by the world economic Forum. There are more than ten English interpreters for the world economic forum. There are about 20 groups of delegates. Each group will have one or two interpreters to communicate with them. The peripheral translation or interpretation offer different translation services. Interpreters for the peripheral translation are arranged by Dalian organizer with fixed numbers and experienced in bilateral meetings. There is a venue for bilateral meetings. The interpreters sit in a fixed venue every day. Whoever needs to translate when he comes in, translation services will be provided by them. There are normally for five venues, one translator is responsively in charge of one venue. The time of each freelancer interpreter should be checked with because these interpreters are freelancers, whose time is uncertain.

The translation is basically on the level that is divided according to the quality. The core interpretation is simultaneous interpreting, who has the translation certificate. Followed with the university teachers, who are more qualified. And there's also a jury to judge and interview them. Volunteers are all selected from various colleges and universities.

The primary selection of colleges and universities is recommended to us. There will be another round of selection and then recommend them to the Municipal Committee of the Communist Youth League. If the Municipal Committee of the Communist Youth League provides us with students, the mediator will do the selection and give them tests. They can stay if they can basically meet the needs of the work.

Translation is a touchstone from the perspective of personal work. As some operation and bilateral translators, if the translation is wrong, the two sides will find the mistakes in the conversation and correct them immediately. Many times it is also a process of discussion. Both sides are very professional people. The problem is the language barrier. As long as the translation framework is well established, the problem can be solved easily, and there is no tests in terms of profession. Sometimes the formulation of these standards limits the translation, because some of the actual content we say is not determined by the standards, but by some environmental requirements before and after the scene. Translation should not be standardized in language, which is a moral constraint. And the quality of translation must be evaluated by the market. It depends on the employer who think you are qualified, which is not something that an association can decide. There is no external evaluation in translation work; no external supervision of translation; no strict translation standards in the whole translation. And the quality of

translation must be evaluated by the market, employer has the final say.

The confidentiality work is closely related to translation. Some confidentiality agreements in terms of the core content of the negotiation are stipulated, such as how many years a translator should keep the secret, etc. There must be a confidentiality agreement. There are also some issues related to professional ethics.

Semiotic analysis on the interview text

Based on the interview and the general information from Davos Forum, the policy of WTO and GATS, and the Belt and Road Initiative have an impact on the management of translation service. The policies have become orientation signs for Summer Davos Forum, accordingly the translation services respond to the needs of the Forum in language translation or interpretation and other extended services. Besides, the industry demands and local market demands act as other orientation signs for the quality of translation and interpretation, in which phase the objects of translation services have been formed.

Driven by the objects or motivation of translation services, the several measurement or activities are taken in the manipulation phase. Firstly, the translation services rules are set accordingly, such as the MOU set between the translators or interpreters and the translation agencies. Secondly, there are regulations for the recruitment of the

qualified translators or interpreters for the Summer Davos Forum. Thirdly, effective actions are conducted for personal guarantees. Personal insurances are purchases for the safety of the translators and interpreters. And translation certificates will be issued after the completion of translation or interpretation.

The positive or negative feedback has been the active signs in the consummation phase. In the case of the Summer Davos Forum the excellent communication in each forum and the positive feedback from the keynote speakers are the appraisal signs in the consummation phase. The consumer and customer responses not only take the function of assessment but also influence the management or manipulation of the translation services in the long run.

Conclusion

The semiotic analysis on the translation services are elaborated with regard to the translation service industry management, the quality assessment of the translation products, and management on the translators & interpreters. The samples of the translation services are selected from major cities in Liaoning province, such as the Yarole (YaRole) Translation Services in Dalian, and translation service for World Economic Forum. The samples offered by individual freelance and the online group are not included in due to the limitation of the data collection. Data of the translation services offered by the

translation companies in Liaoning province are collected by the interview of the managers and the staff in the companies.

From the perspective of semiotics, data of orientation, manipulation and consummation on translation services have been collected from the case study of the translation industry in Liaoning province. Findings on management of the translation services in local translation agencies and in Summer Davos Forum are delineated. Based on the social behaviorism in terms of semiotics, it is revealed that the more demands of the market for the translation industry, the more urgent for the needs of the supervision and management of the translation industry in terms of quality control. Translation industry management from semiotic perspective are envisaged by the researcher, and further studies on the management of the translation industry in China should be investigated in an overall perspective.

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