

Translation of Chinese Neologisms from the Perspective of Domestication and Foreignization: A Case Study of Chinese Neologisms from 2018 to 2021

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Abstract: Since China entered the new era, earth-shaking changes have taken place in all aspects of our country. In terms of language, it is mainly reflected in the emergence of a large number of neologisms. The emergence of a large number of neologisms has also led to the emergence of a lot of various translations, which have aroused widespread attention. Taking Chinese neologisms from 2018 to 2021 as corpus, this thesis first introduces domestication and foreignization strategies used in the translation of Chinese neologisms. And then it also introduces the generation and classification of Chinese neologisms, which mainly include economy, politics, network and social life category and so on. Then according to the collection of neologisms, the thesis discusses the specific application of domestication and foreignization strategies in neologisms translation. In this thesis, literature analysis and information research methods are mainly used to study the English translation of Chinese neologisms. The study of English translation of Chinese neologisms can promote the communication between Chinese and Western cultures and tell Chinese stories well. The adoption of domestication and foreignization in the translation of neologisms can not only increase the readability of the translation, but also tell Chinese stories well. When translating neologisms, translators should choose appropriate translation methods to achieve the purpose of communication.

Keywords: Domestication; Foreignization; Neologisms.

1. Introduction

It has been said in philosophy that everything that exists objectively is constantly changing, and language is certainly no exception. Chinese neologisms have always attracted much attention. The constant emergence of Chinese neologisms is a concentrated reflection of social development. It is a reflection of all aspects of society, from politics and economy to all aspects of social life. It is a vivid and interesting language produced by communication under the new situation. What kind of words can be called new words, from which several aspects to study, and these are worth our thinking. With the continuous development and change of Chinese neologisms, the study of English translation of Chinese neologisms has aroused great interest. Meanwhile, the translation strategies used in studying the translation of Chinese neologisms are constantly developing. From literal translation and free translation at the beginning to domestication and foreignization strategies in the current translation circle, we can better tell Chinese stories and carry forward Chinese culture. This paper mainly takes Chinese neologisms from 2018 to 2021 as examples to analyze the translation methods used in the process of translating Chinese neologisms into English, so as to have a deeper understanding of the new words and translation methods.

Based on the corpus of Chinese neologisms from 2018 to 2021, this thesis first introduces the domestication and foreignization strategies used in the translation of Chinese neologisms. Then it introduces the generation, classification and characteristics of Chinese neologisms. Chinese neologisms are mainly generated in the categories of economy, politics, network and social life. The characteristics of Chinese neologisms are novelty, interest and stage. Then, according to the collected neologisms, the specific application

of domestication and foreignization strategies in neologisms translation is discussed. This thesis mainly uses literature analysis and information research to study the English translation of Chinese neologisms. Through the analysis of the translation of Chinese neologisms, this paper found that the translation of Chinese neologisms are mostly adopted foreignization translation, can make the target readers quickly understand the content of the source language, and readers will be according to their own cognitive to understand the source language to express the real , that can also help readers better understand the foreign culture. Studying the English translation of Chinese neologisms can promote the communication between Chinese and Western cultures and better tell Chinese stories. When using the strategy of domestication and foreignization, translators are not only required to have a high level of translation, but also to have good traditional Chinese cultural literacy. Translators are required to start from the background of Traditional Chinese culture, and fully consider the cultural differences at home and abroad. While spreading traditional Chinese culture, translators should also conform to the norms of Western culture, form accurate and interesting translations, and correctly use translation methods.

2. Domestication and Foreignization

In the field of translation, the debate between literal translation and free translation has been going on for a long time. In 1995, Lawrence Venuti put forward the term of domestication and foreignization for the first time in *The Translator's Invisibility*. The debate between domestication and foreignization is actually an extension of literal translation and free translation. In recent years, with the progress of *The Times*, culture has gradually become the core of translation. When we are translating texts, the superiority

of domestication and foreignization has aroused big debate.

2.1. Domestication

Domestication is a reader-centered translation based on the target language. It conveys the content of the original text in a way that the target language readers are accustomed to, so that readers can easily understand the meaning of the original text. The domestication strategy requires the translator to be closer to the target language reader and to speak like the native author. This can make the translation more appropriate, more convenient for readers, and improve the readability and appreciation of the translation. The translation methods under the domestication strategy include free translation, imitation translation, variation translation and re-creation. Domestication translation helps readers better understand the original text and increases the readability and appreciation of the translated text.

2.2. Foreignization

Foreignization strategy is author-centered, based on the source language, faithful to the original text and taking into account national cultural differences. In translation, we should adapt to the language characteristics of foreign cultures and absorb foreign expressions, so as to require the translator to be close to the author and adopt expressions corresponding to the source language used by the author. In the use of foreignization strategy, the translator should try not to disturb the author, let the reader close to the author. The purpose of using foreignization strategy is to consider the differences of national culture, preserve and reflect the characteristics of different ethnic groups and language styles, and preserve the exoticism for the translation readers, which is conducive to cultural transmission. Translation methods under foreignization strategy: zero translation, word-for-word translation and literal translation.

3. Chinese Neologisms

Modern society is an era of multi-culture and multi-language integration, an era in which new ideas and new languages keep emerging, and an era in which information spreads rapidly and the Internet reaches millions of households. Thus, Chinese neologisms rise in response to the proper time and conditions. Since China entered the new era, In China's economy, culture, life and other aspects, there are undergone earth-shaking changes, which provides an important opportunity for the emergence of Chinese neologisms.

3.1. Classification of Chinese Neologisms

Table 1. Social life category Chinese neologisms

人情攀比	网络强国	消除绝对贫困	控评	拜金盛行
对口支援	抢票	双循环	道德滑坡	出口管制
不良社会风气	天价彩礼	粮食安全	转折点	校园贷
人口老龄化	育儿假	带薪产假	情同与共	人口老龄化
和谐之声	警示、告诫	维护公共利益	盗用	假冒
静音车厢	卧铺车厢	硬座车厢	奢靡享乐	阴阳合同
未成年人	局点	赛点	冠军点	人格权

More and more Chinese neologisms have emerged in recent years, appearing in all aspects of society, such as economy, politics, Internet social life and so on. The following is the classification of the collected Chinese neologisms.

3.2. Main Features of Chinese Neologisms

Novelty of Chinese neologisms

In that sense, we can know that one of the characteristics of Chinese neologism is novelty. With the change of times and the progress of technology, more and more new things appear in the society. The emergence of something new certainly requires a name in its place. Therefore, the emergence of Chinese neologisms in language is also the result of the development of The Times and the progress of science and technology. The novelty of Chinese neologism is mainly reflected in that the words appearing are not seen before or the words appearing which have new meanings. It is because of the development and progress of science and technology that the Internet plays a huge role in people's life. Some of the new words, such as live streaming and three-child policy, have appeared in recent years and are new words that have not been seen before. With the rise of douyin, Kuaishou and other video software, the new word "live streaming with goods" has become a hot word in the ordinary lives of ordinary people. Another example is lying flat. This word originally existed in society a long time ago, but with the development of society, but with the development of society, people give it a new meaning. Lying flat originally refers to the movement of stretching the body and lying down. But in the last few years, lying flat means that you don't seem to care what other people are saying, that you have become numb to everything. At present especially refers to the young generation give up the struggle, and do not think of progress. In order to escape competition, they have low desire for life and have no desire for this rapidly developing society. In a word, in this rapidly developing society, Chinese neologisms are novel both in form and content.

The interestingness of Chinese new words

Chinese neologisms are interesting. With the development of society and the continuous take-of economy, the political, economic, cultural and social trends of thought have been constantly innovated since China entered the new era. More and more new things and new ideas appear constantly, enriching people's material and spiritual life. The emergence of New Chinese words in the language satisfies people's spiritual needs. It is precisely because of the interestingness of Chinese neologisms that it is constantly enriched people's material life. Due to the development of the network, the computer has entered everyone's home, so that we can also master the events happening in every corner of the world at home. Thousands of Chinese neologisms appeared in people's sight, which enriches the Chinese language system. Most young people hold the trend. Because young people like to pursue fashion, the use of words also like novelty. Therefore, the New Chinese words just satisfy their psychology. The interestingness of Chinese new words can satisfy the young generation's desire for Chinese neologisms. For example, a drama queen originally refers to an actor who is very good at acting and has a talent for acting, and can immediately perform the desired effect of the script when they do not have judicious preparation. Now this word describes those who in life a word disagreement to their own drama and acting grandiose people.

Contemporaneity of Chinese neologisms

Chinese neologism is characterized by stages. It is developing very fast of our world, resulting in the speed of the replacement of things is also unusually fast. In philosophy, the development of things is actually the death of the old and the birth of the new. New things refer to those can conform to

the pace of the development of The Times, with strong vitality and have a great future of things. Chinese neologisms are new things which they have vitality and great prospects. But not all Chinese neologisms are new things. After the baptism of time, the new words produced in the past few years which cannot keep up with the development of The Times, and it was eliminated by the society. Not many people can still remember Chinese neologisms a few years ago, which reflects the characteristics of Chinese neologisms in times. Different Chinese neologisms appear in different eras. Therefore, in a particular era, the emergence of Chinese neologisms is specific. For example, Chinese neologisms, which were created in 2018, have been forgotten and disappeared in 2020 or even in 2019. The Chinese neologisms of 2018 disappear, replaced by the Chinese new words of 2019, and so on in a similar fashion. The Times update faster and faster, in this era of things also update faster and faster. At the linguistic level, it is the renewal of Chinese neologisms. Therefore, Chinese neologisms have stages.

4. Application of Domestication and Foreignization in the Translation of Chinese Neologisms

Since China entered a new era, more and more Chinese neologisms have appeared in our living more and more frequently. It has become the responsibility of every Chinese to tell good Chinese stories. Therefore, the English translation of Chinese neologisms has attracted extensive attention. In the process of translating Chinese neologisms, which translation method we should choose, or which translation method is more suitable for readers' understanding, it has attracted widespread attention. In recent years, domestication and foreignization have been mainly used in the English translation of Chinese neologisms. In the process of translating Chinese neologisms, we should find the convergence point of domestication and foreignization strategies, so as to satisfy both authors and readers. In the translation of Chinese neologisms, we should fully consider the cultural background of Chinese new words and the context of translation, so that foreigners and Chinese people can feel the same, and they can feel the charm of Chinese culture. In the process of translating Chinese neologisms, we should retain the unique parts of Chinese culture and ethnic customs. Let foreigners can feel the excellent traditional culture of China, so as to promote cultural exchanges between China and foreign countries, promote the inheritance and dissemination of Chinese culture, consolidate the image of China as a big country, and constantly tell a good Story of China. So as to make China stand in the east of the world with a more powerful posture. Therefore, in the process of translating Chinese neologisms, we should adopt the foreignization translation strategy as the main method, and the domestication translation strategy as the auxiliary method, so as to preserve China's unique characteristic culture, so as to promote the communication and integration between Chinese and Western cultures. In the process of translation, the culture of the two countries continue to exchange, and jointly absorb the essence of culture, so as to promote mutual development. In this ever-changing society, the emergence of Chinese neologisms is reflected in language. Chinese neologism is not only a product of social change, but also an epitome of China's development. In the process of translating Chinese neologisms, we should make reasonable use of

domestication and foreignization translation strategies, and combine the two translation strategies so as to find the convergence point of the two strategies. This makes the translation neither too far away from the reader, nor too far away from the author at an appropriate convergence point. In the process of English translation, we should make reasonable use of domestication and foreignization strategies, which should not only retain the characteristics of traditional Chinese culture, but also conform to the language habits of foreigners. Only by implementing the theory of the combination of foreignization and domestication, if we can make full use of it, it will be promoted the translation of Chinese neologisms better, realize Chinese neologisms in the process of translation to maintain our traditional national culture characteristic, promote the spread of Chinese language, promote cultural exchanges between China and the west, to better display the cultural power of our country image, and better speak good Chinese story.

4.1. Application of Domestication Strategy in Chinese Neologism Translation

Earlier in this thesis, it has been explained what a domestication strategy is and several methods involved in it. The domestication strategies include free translation、imitation translation and recreation translation. In the process of Chinese neologism translation, Chinese neologism with some cultural characteristics will bring obstacles to the target readers. In the process of translation, the translator cannot directly use literal translation to express the cultural connotations of Chinese neologisms. For this kind of Chinese neologisms, we can use the domestication strategy to translate the Chinese new word, so as to achieve the meaning that the original author wants to express. In fact, the domestication strategy is that we fully consider the pragmatic function of words in the process of translation. The combination of pragmatic function and cultural factors of Chinese neologism can overcome the communication barriers between different cultures and achieve the maximum equivalence translation. Using domestication strategy can make us better express the meaning of the original text and make it easier for readers to obtain the information to be expressed. Below, we will analyze the Chinese neologisms in the above corpus to see which Chinese neologisms use the domestication strategy and which method of the domestication strategy is used in the translation of Chinese neologisms.

4.1.1. The Application of Imitation Translation in Chinese Neologisms

Table 2. Imitation translation

嫁妆	dowry
娘炮	effeminate
婚俗	wedding practices
退群	withdraw from a group
刷存在感	assert oneself
止暴制乱	bring violence and chaos to an end

Imitation translation means that the translator does not stick to the meaning of the original text, nor does it apply its vocabulary and syntactic structure rigidly, but translates its general meaning and important information according to it.

Assert oneself“刷存在感”is a neologism that has appeared in recent years. The Chinese neologism "Assert oneself" adopts the imitation translation in the domestication strategy.

Assert oneself means that they hope to get the attention from others, and hope to get the respect of others. The use of imitation translation method is not concerned with the form of the translation, but to see what the translated text really wants to express, so as to retain the authenticity of the original text. Assert oneself is the translation method used in imitation translation. The translation method of imitation translation can more clearly express the meaning of the original text. The word assert in the translation means to insist on one's own opinion, and the phrase oneself strengthens the tone, which can better reflect the meaning of the original text. This word can be better and more clearly expressed by using the translation method of imitation, which is more conducive to the spread of different cultures and people's acceptance of different cultures.

4.1.2. The Application of Free Translation in Chinese Neologisms

Free translation is mainly from the meaning, and it is to express the meaning of the original text. We don't need to pay too much attention to detail, just need the text to be smooth and natural. Free translation can be further divided into two types, one is paraphrase, and the other is set translation.

Table 3. Free translation

礼金	gift money
暴富	rake in a fortune
带薪产假	paid maternity leave
佛系	Buddha-like
蹭热点	newsjacking
杠精	almighty contrarians

Buddha-like‘佛系’ is a Chinese neologism emerging in recent years. The translation of the new Chinese word "Buddha-like" adopts the translation method of free translation. Buddha-like means that modern young people pursue a peaceful attitude towards life without any desire or desire. Free translation is divided into two kinds, one is paraphrase, the other is set translation. And Buddha-like is using the set translation here. Buddha-like is translated using the idiomatic expressions of the target language. The word Buddha itself has the meaning of Buddha, and the addition of "like" further indicates the meaning of the translation. The Buddha himself has the attitude of not wanting anything but his inner world, and Buddha-like is the meaning of this. Free translation can directly express the meaning of the original text, without caring about the form, so that the translation is smooth and natural.

4.1.3. The Application of Variation Translation Methods in Chinese Neologisms

Variation translation is to achieve a certain goal or to meet the needs of the target readers, according to the translator's own words to change the theme of the article and to pass it to the readers.

Ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education“双减” was last year's Chinese neologism. In the translation of “双减”, there is used the variation translation of domestication strategy. Here the translator uses his own understanding to translate this Chinese neologism, and the translation of this Chinese neologism shows the purpose of reducing the burden of national leaders incisively and vividly. The English translation of this Chinese neologism is clear and clear, so that people can immediately understand the meaning of its

expression, even foreigners who are not familiar with China's policies can quickly understand its meaning. Translation is to achieve a certain goal or to meet the needs of the target readers, according to the translator's own words to change the theme of the article, to pass it to the readers. Everyone knows different things at different cognitive levels.

Table 4. Variation translation

双减	ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education
女排精神	the fighting spirit of the Chinese women's volleyball team
天价彩礼	excessive betrothal gifts
控评	manipulating multiple social media accounts
阴阳合同	dual contract

4.1.4. The Application of Recreation Translation Methods in Chinese Neologisms

Recreation translation is a creative translation of the original content in the process of translation, which is not bound by the content, language and structure of the original text. The use of recreation translation requires that the translator have to have rich knowledge, professional cultural literacy and creative thinking when translating.

Table 5. Recreation translation

造谣中伤	sling mud at
元宇宙	metaverse
夸夸群	praise group
杀猪盘	pig-butcher scam/romance scam
断舍离	simplifying life
柠檬精	green with envy

Green with envy “柠檬精” has become a Chinese neologism in recent years. This Chinese neologism is translated using the creative translation method of domestication strategy. "Green with envy", also known as lemon man, is someone who is jealous of others no matter what they do. The word envy, which has a similar meaning as green with envy, is used to describe envy. The English translation of this Chinese neologism is also added with the word "green", which makes the translation of this word more unique and reflects the creativity of the translation of this word. The use of creative translation requires the translator to have rich knowledge, professional cultural literacy and creative thinking when translating. Of course, creative translation is not an arbitrary translation, not based on facts at all. For example, in the translation of this Chinese neologism, the word envy has fully expressed the meaning of the original text, and the translator uses his creative thinking to add a green, which reflects the creativity of his translation and makes it novel and eye-catching.

4.2. Application of Foreignization Strategy in Chinese Neologism Translation

In the previous thesis, we have discussed what the foreignization strategy is and the foreignization strategy includes several translation methods. Foreignization strategies include zero translation, transliteration, word-for-word translation and literal translation. The advantage of using foreignization strategy is that it can maintain the original image and promote the communication between cultures. For those Chinese neologisms with Chinese

traditional culture, it is best to use foreignization strategy to translate them. Using the strategy of foreignization can spread Chinese traditional culture and promote the communication between Chinese and Western cultures. The advantage of using foreignization strategy is to retain the national characteristics and foreign tastes in the original text. Readers can feel the charm of foreign culture and help cultural broadcasting.

4.2.1. Application of Zero Translation in Chinese Neologism Translation

Zero translation is the direct introduction of concise and comprehensive words into the target language, so that the translated text can be well understood by readers, and the kind of obscure words can be avoided.

Table 6. Zero translation

内卷	involution
网络直播	livestream
破防	overwhelmed
万事达	Mastercard
蹭热点	newsjacking
硬核	hardcore

The word "内卷" adopts the zero-translation method in foreignizing translation strategy. The translation of this Chinese neologism is directly replaced by a word, making it easy and clear for the target audience to see at a glance. Zero translation does not have the transformation of language, structure and words. It is a typical doctrine to avoid obscure words, which is more conducive to the spread of culture. Zero translation requires readers to refine the meaning the original author wants to express according to the translation. There are a thousand Hamlets for a thousand readers. In this way, the translator can avoid misunderstanding the meaning of the original author in the translation, resulting in mistranslation and misleading readers. Zero translation reduces mistranslation to a large extent, thus ensuring the accuracy of translation.

4.2.2. Application of Word-by-Word Translation in Chinese Neologism Translation

The word-for-word translation method is to directly translate the original text word by word without considering the differences in syntax, grammar and meaning between two languages. When we use the word-by-word translation method, although the meaning of the original text cannot be accurately expressed, every word and syntax in the original text can be fully expressed.

Table 7. Word by word translation

局点	game point
赛点	match point
冠军点	gold medal point
产业链	industrial chain
贸易战	trade war
5G 基站	5G base station

Trade war“贸易战” is a Chinese neologisms of 2018, which has caught many people's attention. The English translation of the Chinese neologism "trade war" uses the word-for-word translation of the foreignization strategy, in which Every word is translated into one word to make it

concise and clear, so that people can understand the meaning of the translator to express. The word "trade war" embodies the war without smoke of gunpowder, which fully reflects the changes of the current era. When we use the word-by-word translation method, although the meaning of the original text cannot be accurately expressed, every word and syntax in the original text can be fully expressed. Although the word-for-word translation method is not elegant in the process of translation, it is faithful and faithful to the original text. Like the translation of trade war, readers can quickly capture the source language and offer their own different opinions.

4.2.3. Application of Literal Translation in Chinese Neologism Translation

Literal translation is to maintain both the content and the form of the original text. In other words, literal translation preserves the structural elements of the original text. The use of literal translation can make readers clearly see the meaning of the author of the source language, and enable readers to quickly capture effective information, so as to better understand the source language.

Table 8. Literal translation

人脸识别	facial recognition
人格权	personality rights
静音车厢	quiet carriages
锦鲤	koi fish
碳中和	carbon neutrality
量子信息	quantum information

Koi fish“锦鲤” is a Chinese neologism that has appeared in recent years and is widely loved by most people. The English translation of Koi fish is Koi fish, which adopts the method of literal translation in the foreignization strategy. The literal translation of the word koi fish makes the translation clear and easier for readers to understand. It's just a fish, but now it's used to describe people who have good luck. The use of literal translation can make readers clearly see the meaning of the author of the source language group, and enable readers to quickly capture effective information, so as to better understand the source language. The use of literal translation is conducive to readers' understanding, to the reduction of mistranslations, and more conducive to the spread of culture. For example, if the word koi fish is translated by other methods, such as creative translation, it may not be conducive to readers' understanding, nor can it express the meaning of the original text.

5. Conclusion

It can be seen from the above thesis that this paper mainly wrote domestication and foreignization strategies, as well as domestication and foreignization strategies including those specific translation methods. It also mainly introduces Chinese neologisms from 2018 to 2021 and their characteristics. Finally, it introduces the specific application of domestication and foreignization strategies in the process of Translating Chinese neologisms into English. Many examples are also given to support some translation methods in this thesis. In choosing which method to use to translate Chinese neologisms, we mainly translate the text according to the translation purpose and the reader's acceptance ability. The so-called receptivity of readers means how much readers know about different cultures, and whether the adoption of foreignization strategy will bring obstacles to readers'

understanding. These are all issues that we should consider. We should choose appropriate translation strategies to better promote the spread of culture. With the continuous improvement of China's comprehensive national strength, China's international status has been rising to a new level. Telling Chinese stories and inheriting Chinese culture has become a common concern of Chinese people. Translation is no longer a transformation of language symbols, but a way to transform culture. Chinese neologisms are currently the most popular and well known to the general public. Therefore, we should be more rigorous in the translation of Chinese neologisms so that the target readers can understand them more easily when they read. Therefore, when choosing translation methods, it is necessary to find the convergence point between domestication and foreignization strategies. The English translation of Chinese neologisms has not only the mission of transmitting information, but also the mission of passing on the extensive and profound Chinese culture. This thesis mainly finds that in the process of translating Chinese neologisms into English, the main method used is literal translation in the strategy of foreignization.

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