

Discourse Production and Distribution in the Translation of City Promotion Materials

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ABSTRACT: *With China's rising global presence, translating city promotion materials is crucial for effective international discourse. This study aims to explore how discourse is constructed in these translations, investigate the relationships among participants, and analyze the dissemination of the materials. Utilizing Fairclough's critical discourse analysis framework, 337 English texts from official Chinese sources are examined. The findings highlight how national consciousness influences translation practices and reveal biases in international media reports. This research enhances translation studies by addressing the social factors behind translation, providing valuable insights for improving city promotion materials in China's global narrative.*

Keywords: discourse production, discourse distribution, city promotion materials, critical discourse analysis

INTRODUCTION

Over the past 45 years of reform and opening-up, China's comprehensive national strength has grown steadily, which has attracted the attention of the international community in China's economic, social and cultural fields. It has become the primary task in the field of external publicity translation to construct a discourse system that integrates both Chinese and foreign countries and has distinct Chinese characteristics, so as to respond to the common concerns of the international community.

As a practice with international communication attributes, external publicity translation is of great significance to the construction of a discourse system that integrates China and the rest of the world and to the struggle for China's international discourse power. It can firmly hold the power of interpretation of China's development in its own hands. At the same time, it can actively approach the thinking habits and language habits of overseas audiences, accurately convey China's new concepts, new categories and new expressions, and strive to spread Chinese culture and values. Translation in publicity work has a prominent feature, that is, basic. In other words, a large amount

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of information about China is translated from Chinese into foreign languages and published and disseminated through books, periodicals, newspapers, radio, television, Internet and other media as well as international conferences.

As the construction of China's foreign discourse system is still in a growing stage, there is still a lot of room for improvement. First of all, there is insufficient attention to the audience's perception of China's foreign discourse feedback. Second, the vivid narration of Chinese stories needs to be strengthened; Finally, there are still Chinese thinking expressions in the external communication of Chinese discourse, and the expressions that audiences can understand and accept need to be further explored. In the process of the construction of China's discourse system in the new era, it has become a focus of research on the external communication of Chinese discourse to identify the social factors that affect the production and communication of translation and to tell Chinese stories well with the language characteristics of the new era, namely "the core in the shell" (Zhang Ying, 2019). The translation of city promotion materials is a kind of news discourse, which depends on translation to cross national boundaries and circulate in different social contexts, and finally achieve the external communication of urban image. However, in the process of communication, it is not a simple conversion of language, but the expression of language forms and the struggle of values, including social and cultural factors implied. Therefore, the translation of city promotion materials should not be limited to the language level, but should see the social factors such as urban influence and ideology behind their words, and constantly expand the space of translation research. However, there are few researches on the social factors in the translation of city promotion materials in China. Therefore, it is necessary to break the traditional pattern of translation and explore a way to highlight the linguistic social function of city promotion materials translation.

In view of some problems existing in the construction of discourse system and the shortcomings in the study of city promotion translation, this study attempts to explore the linguistic and social functions of the translation of city promotion materials represented by city introduction texts from the perspective of critical discourse analysis. Critical discourse analysis regards discourse as a kind of social practice, and holds that there is a dialectical relationship between language and society (Fairclough, 1992a; Wodak & Mayer, 2009). The ultimate goal is to solve social problems by studying the causes of discourse and the role of discourse construction. Therefore, critical discourse analysis regards discourse as a kind of social practice, which coincides with the ultimate goal of city promotion materials translation. At the background level of discipline development, critical discourse analysis has developed into the stage of critical discourse research, paying more attention to the construction of theory and interdisciplinary research (Xin Bin, 2020; Tian Hailong, 2021). On the one hand, from the perspective of critical discourse analysis, the linguistic level of translation research is extended to the level of social practice, paying attention to the social factors such as power relations and ideology behind the choice of language in translation, and examining the circulation of the translation in the social context of the target language. Further explore how translation can play its social practice function, provide a new perspective for its discipline innovation (Wang Dongfeng, 2020), and realize the 'giving' to other disciplines (Wang Kefei, 2021). On the other hand, translation studies can extend the static study of a single discourse to the dynamic study between two discourses, thus broadening the scope of discourse studies in critical discourse analysis.

Research Questions

This study is to focus on China's city promotion materials translation considering the ternary relationship between the author, the translator and the reader, as well as the multiple relationships between the above three and multiple subjects such as sponsors and media. The results of the study will be served as a new perspective for the investigation of the multiple relationships between these subjects, and also enrich the discourse communication strategies of publicity translation to achieve the effect of external discourse communication.

Specifically, it is going to seek the answers of the following questions:

- (1) What kind of discourse construction is formed by the transformation of language meta-functions in the practice of Chinese city promotion materials translation?
- (2) What is the relationship among the subjects in the discourse construction of Chinese city promotion materials translation practice?
- (3) How are Chinese city promotion materials translations disseminated in the social context?

LITERATURE REVIEW

Studies on Studies on Critical Discourse Analysis

As a language research theory, the basic idea of the language level of the theory of systemic functional linguistics is consistent with critical discourse analysis. It links language with society, context, history and culture, and is the theoretical basis of critical discourse analysis language research. Systemic functional linguistics regards language as a social symbol and a way of social interaction. Based on the idea of achieving social interaction through semantic function, language users need to choose language resources in the language system, that is, semantic function determines the formation of the language system. At the same time, the choice made in the language system is an activity based on the function to be realized (Hu Zhuanglin, 2020). Therefore, language is a tool to realize social function. It can be seen that systemic functional linguistics includes two parts: system and function, which link language with the social practice of language users to study and explain. Although the functions of language vary, there are some common features of language (Halliday, 1973). According to Systemic Functional Linguistics, language function can be summarized into three metafunctions (Thompson, 2019):

Ideational Function. A language consists of a series of resources, and the conceptual function is used to refer to the interaction and relationship between things or things. In simple terms, the conceptual function of language is the human view of the world. Language reflects our view of the world. These views are composed of 'what happened' (verbs). These things (nouns) may have certain attributes (adjectives) and are associated with background details such as location, time, and manner (adverbials) (Thompson, 2019). Conceptual function is mainly composed of experiential function and logical function. Since logical function does not pay attention to the meaning of clauses, experiential function is often used to express the category of conceptual function. The experiential function is mainly embodied by the transitivity with the predicate verb as the core. Transitivity includes material process, psychological process, relational process, behavioral process, verbal process and existential process.

Interpersonal Function. Language is a purposeful activity of social people. One of its purposes is to realize interpersonal communication and establish and maintain interpersonal relationships. Interpersonal relationships at the linguistic level, such as social status and intimacy, can be realized by modality (Thompson, 2019). Interpersonal function is the function of language users to participate in language. In this process, language users are the interveners of information. In the interpersonal function, language users convey their attitude, identity, status, and evaluation or inference to the addressee.

In the process of language communication, the realization of interpersonal function depends on the interaction and feedback of information between the speaker and the hearer, as well as the exchange of the two roles. Among them, the role is divided into 'giving' and 'demanding'. The former is that the speaker gives some information or something to the recipient, and the latter is that the speaker asks the recipient for something. The things of 'giving' and 'seeking' can be some kind of entity or abstract information. This interaction involves the use of grammar, such as 'giving' using declarative sentences and 'seeking' using interrogative sentences. In terms of language structure, interpersonal function is mainly realized through mood system, intonation system and modality system. Among them, the mood and intonation systems are more present in conversational language, less in government documents or official documents, and more from the modality system to examine its interpersonal function. Therefore, this study pays more attention to the modality system in the translation of government documents.

Textual Function. In order to achieve semantic function and social interaction, language users should present a complete text. Although a single word or sentence can be regarded as a text, the meaning of its expression is extremely limited, and it cannot fully express the full meaning of the language user in a certain context. The textual function connects language with context and enables language users to produce texts that are consistent with context (Thompson, 2019). The textual function needs to be realized by combining various language components through thematic structure, information structure and cohesion. The thematic structure of a sentence is divided into three parts: 'Theme', 'Rheme' and 'Transition'. However, most scholars and studies classify 'Transition' as part of the rheme. In declarative sentences, the subject of the sentence is usually regarded as the theme, and other than the theme part is the rheme.

The above instrumental concepts of the three metafunctions of language provide a starting point for the study of the social function of language in critical discourse analysis. It can be seen that there are similarities between Systemic Functional Linguistics (SFL) and Critical Discourse Analysis (CDA). First of all, both of them regard language as a social structure, focusing on the role of language in society and the shaping of language by society. Secondly, the dialectical view of language derived from the first point, that is, specific discourse events affect the context in which they occur, and the context is in turn affected by these discourse events. Finally, both focus on the cultural and historical aspects of meaning (Graham, 2020).

Systemic functional linguistics is a function-based theory, which mainly studies the language function at the level of serving the society. From this point of view, systemic functional linguistics needs to explore the real language events to understand the purpose of language in various contexts

and to understand the operation of language itself. In addition, systemic functional linguists also study how meaning is produced in different contexts. focuses on the teaching of English as a first and second language, and on discourse analysis of a wide range of discourse events (Young & Harison, 2020). Based on the above systemic functional linguistics to make up for the limitations of critical discourse analysis at the theoretical level of linguistics, this paper will use the basic ideas and theories of systemic functional linguistics as the theoretical basis of language to guide this study.

Studies on Critical Discourse Analysis

Critical Discourse Analysis (CDA) is also known as Critical Discourse Analysis, or Critical Discourse Study (CDS). Fairclough(1989) made a systematic exposition of the dialectical relationship between language and society in the book *Language and Power*. In *Discourse and Social Change* (1992a), discourse is regarded as a social practice, a material form of ideology, carrying the hegemony struggle, participating in social change, constructing social relations and social facts, and reproducing the function of social ideology and social facts. As a research paradigm, critical discourse analysis is oriented to social practical problems, focusing on three core concepts: discourse, ideology and power relationship. By taking the text as the starting point of research, it reveals the power relationship and ideology behind the discourse and its realization, and then seeks solutions to social problems, so as to eliminate inequality and promote social change and development.

From the perspective of theoretical sources, CDA absorbs the dialectical thoughts of Western Marxism, Foucault's discourse theory, Laclau & Mouffe's thoughts in the field of social science, and integrates the theories of many disciplines, such as rhetoric, text linguistics, anthropology, philosophy, social psychology, cognitive science, literary studies, sociolinguistics, applied linguistics and pragmatics (Wodak, 2017). Therefore, critical discourse analysis has a significant interdisciplinary feature, which is not only reflected in the different theoretical ideas absorbed, but also in its research methods, research topics and other aspects.

From the perspective of core concepts, the concepts of “discourse” and “discourse analysis” in CDA are deeply influenced by the related concepts proposed by *Foucault in Archeology Studies* (Fairclough, 1992). Critical discourse analysis takes text analysis as the research object, and then exposes and solves the problems existing in society. While emphasizing the attention to discourse as a social convention, it also pays attention to its specific application. Therefore, the concept of discourse in critical discourse analysis is different from that of language as a closed symbolic system, and discourse has both abstract and concrete characteristics.

Critique is not the meaning of negative criticism on its surface, but the use of interdisciplinary methods, through the study of symbolic data systems to demystify ideology and power, and then reveal the internal relations of things, rather than just the interpretation and understanding of social phenomena. Criticism is to maintain a certain distance from the linguistic data or phenomena studied, place them in a social context, and reflect on the research done in a clear political position (Wodak, 2017).

Studies on Fairclough's transdisciplinary research

Fairclough believes that interdisciplinary can be understood as the use of theories and methods of multiple disciplines to solve a problem, but these disciplines are independent of each other and do not influence each other. In transdisciplinary research, various disciplines appear across their respective disciplinary boundaries and influence each other. The stimulation and formation of a discipline theory is influenced by the theory of this discipline and other disciplines, that is, the integration and development of the two disciplines through the dialogue between the two disciplines (Chiapello & Fairclough, 2002).

Fairclough's three-dimensional analysis framework also embodies the interdisciplinary nature of CDA. The three-dimensional analysis framework has developed from the initial three levels of discourse as text, interaction and context (Fairclough, 1989) to the three levels of text, discourse practice and social practice (Fairclough, 1992a). In the social analysis of discourse, discourse is regarded as the ideology and hegemony implied in the analysis of social practice. The analysis of text content includes metaphor, diction, intertextuality, intertextuality, modality and transitivity. At the level of social analysis of discourse, it mainly focuses on macro factors such as politics, economy and culture in the social context.

In the development of the analytical framework of critical discourse analysis, Fairclough (1992a) further clarifies the specific content in the three-dimensional analytical framework. Discourse is a kind of social practice, and the core is text, that is, as a product or manifestation of discourse, this kind of text needs to participate in social communication in order to be regarded as a kind of social practice. Text and social practice are not directly linked, but connected through discursive practice, including the production, distribution and consumption of discourse. The text is in the central position and is connected with social practice through the medium of discourse practice. As shown in the following figure:

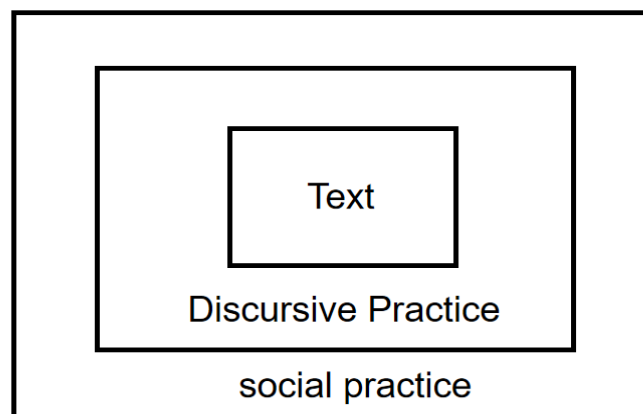


Figure 1: Fairclough 's three-dimensional framework

Based on the dialectical relationship between language and society, Fairclough formed his discursive practice approach (Tian Hailong, 2019) and developed his specific research framework. Under the framework of three-dimensional analysis, we first need to describe the language form and phenomenon of the text, that is, text analysis. Then, it is necessary to analyze the production,

distribution, consumption and social purpose of the text, that is, the interpretation of the language process. Finally, from the broader social and cultural context, it analyzes how the language process participates in social practice and plays a social function, that is, the interpretation of the social level.

Studies on on City Publicity Translation

From the definition of the specific content of the previous foreign publicity literature, the English introduction of the city is one of the literature. In the study of city publicity translation, the keyword " city publicity translation " is searched in the core journals (CSSCI journals) of China National Knowledge Infrastructure. The related research on city publicity translation mainly includes:

From the definition of the specific content of the previous foreign publicity literature, the English introduction of the city is one of the literature. In the study of city promotion materials, the keyword "city promotion materials" is searched in the core journals (CSSCI journals) of China National Knowledge Infrastructure (CNKI). The related research on city promotion materials mainly includes the discussion of specific translations (Li, 2022; Yang Quanhong, 2018), translation mode and translation strategy (Liao Hong, 2021), translation from the cross-cultural perspective (Hedong, 2020), translation strategy of city publicity (Sun Yue, 2021; Zhang, 2019). From the perspective of the classification of urban publicity materials, there are many studies on the translation of text publicity materials and audio and video publicity materials, focusing on the translation strategies and the translation of specific words in the translation. The research methods of corpus are constantly applied to the translation of white papers, forming a combination of quantitative and qualitative research. From the trend of the following picture, the research on city promotion materials has been

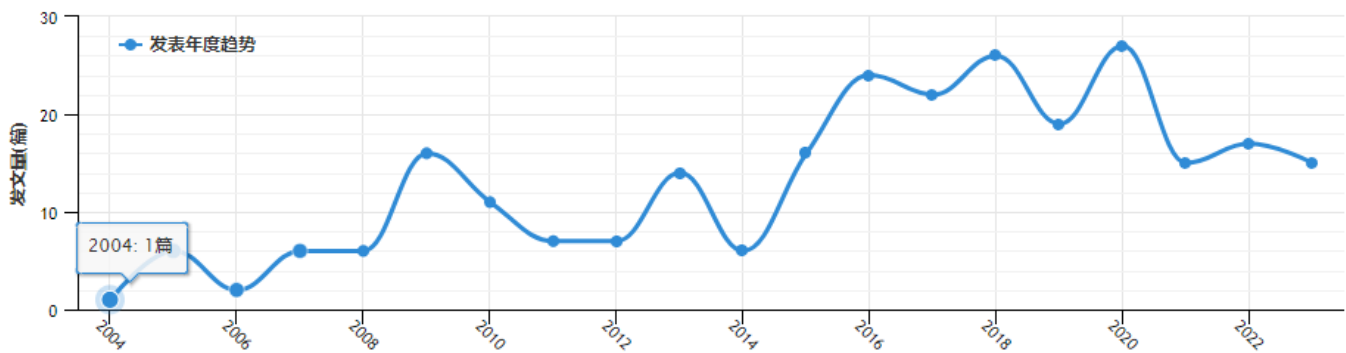


Figure 2: Research Trends of City Promotion Materials Translation

From the perspective of specific research theories and research methods, these studies on city promotion materials are mainly based on the translation theories and perspectives of the traditional linguistic school, and the research methods are rarely based on corpus to observe the linguistic features. Obviously, most of the studies on city publicity translation are confined to the static discussion at the linguistic level, and the influence of social factors outside the language on translation is not enough.

Conceptual Framework of the Study

This paper proposes to regard translation as a three-dimensional analysis paradigm of social practice, that is, to analyze the discourse practice of urban publicity English translation from three dimensions

: national consciousness, intersubjectivity and social context. The theoretical basis of the above three summaries will be applied in the research framework for theoretical guidance. The conceptual framework of the study is illustrated in a paradigm below:

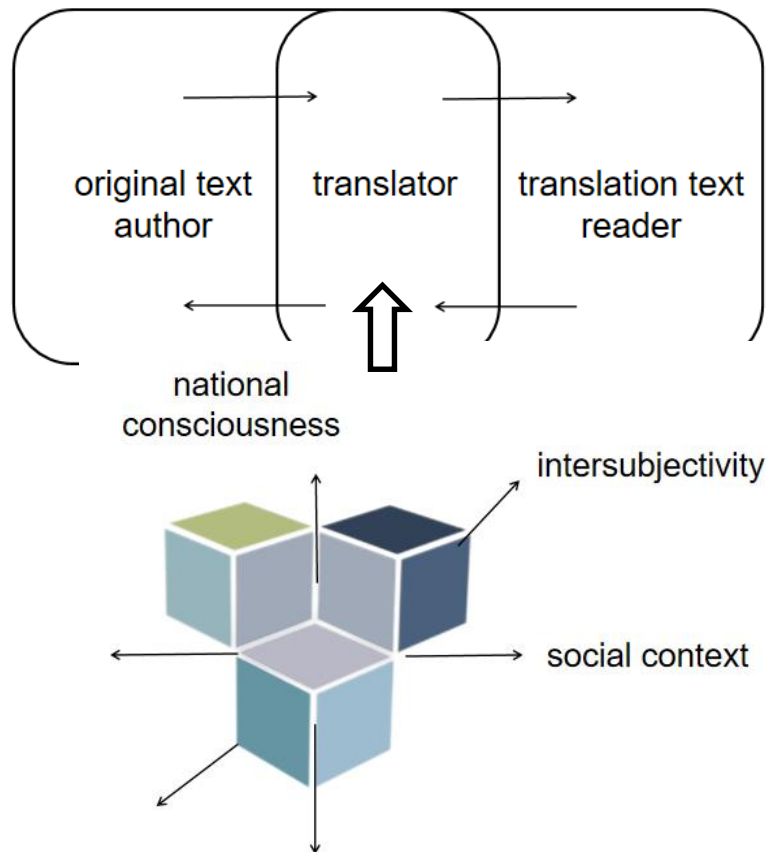


Figure 3: The conceptual framework of the study

As shown in Figure 5, the above figures in the two figures show the whole process of translation, involving the original text, the translation text, the author, the translator and the reader. The translator is in the process of language transformation between the original text and the translation text, forming the flow of information. However, translation is not a simple conversion between languages, but is influenced by social factors and plays a role in participating in social practice. The following figure is based on the theory of critical discourse analysis, this paper regards the translation of city publicity documents as a kind of social practice, and the transition of this kind of social practice from the linguistic level is manifested as the discourse practice of the translation of foreign publicity documents. Based on the literature review of foreign publicity discourse and foreign publicity literature translation in this study, this paper holds that the discourse practice (production and dissemination) of foreign publicity translation is influenced by social factors in the three dimensions of national consciousness, intersubjectivity and social context, and proposes a "three-dimensional" interface analysis framework to explore the discourse practice of government literature translation from a more three-dimensional perspective.

RESEARCH METHODS

This study uses text analysis method, corpus linguistics method and relevant knowledge to analyze the city's external propaganda text from the outside to the inside. In this study, the original and translated corpora of urban publicity materials were first established, and the language features and distributions of the process types in the transitive system, personal pronouns in the interpersonal function, modality system, and cohesive system in the discourse function were analyzed. Secondly, through the collection of domestic and foreign mainstream news media's relevant reports on various cities in China, an English news corpus is established, and statistics are made on the form and proportion of the report, combined with the investigation of the source of news and the intertextuality of genres, intuitively presents the representation of news reports in the social context, and further explores the relationship between language and society behind it.

The corpus analysis tool used in this paper is AntConc 4.2.3. In corpus research methods, the more commonly used retrieval tools include Wordsmith Tools, Free Text Browser and other software. In corpus linguistics research methods, there are many types of retrieval software, and their functions are different. These software with more diverse retrieval and analysis functions require purchase. AntConc analysis software is a corpus retrieval tool written by Laurence Anthony. Its advantage is that it is easy to obtain and download, and can be used for free. The basic functions of the software have met the research needs of this study, and it is widely used in corpus-related research.

Data Gathering Procedure

This paper collects a total of 337 English texts on the official website of 337 cities in 31 provinces, autonomous regions and municipalities directly under the central government. Except for some cities without English web pages, they are not included in the collection. In view of the unbalanced scale, level and economic development of cities, the length and content of publicity English vary greatly. Due to the cleanliness and normative requirements of the corpus samples, the database selects the English introduction of the city's situation in each major city as the corpus for collection. Some cities, such as Shenzhen. Shanghai has a special investment service English web page, which is not included in this collection. There are about 508,166 words in Chinese city corpus. The analysis tools used in this study are LCA, L2SCA, Antcon4.2.3 and other software.

Data Analysis Procedure

Text analysis. In order to explore the foreign media's report on the translation, it is necessary to analyze the source of the news, the reported speech and the intertextuality of the genre in the social context, to examine whether the news report is objective and rational, to reveal the position and purpose of the reporter in the form of the reported speech and the source of the news, and to explore the meaning construction of the related content of the translation in the intertextuality of the news genre and its influence on China.

Methods and related knowledge of corpus linguistics. In this study, first of all, a corpus of the original and translated texts of city promotion is established to investigate the linguistic features, distribution and quantity of the process types in the transitive system, the personal pronouns in the

interpersonal function, the modality system, and the cohesion system in the textual function. Secondly, by collecting relevant reports on urban publicity from mainstream news media at home and abroad, an English news corpus is established, and the forms and proportions of reporting are counted. Combined with the investigation of news sources and genre intertextuality, the representation of news reports on translation in social context is intuitively presented, and the relationship between language and society behind it is further explored.

Research tools. The corpus analysis tool used in this paper is AntConc 4.2.3. The corpus analysis tool used in this paper is AntConc 4.2.3.

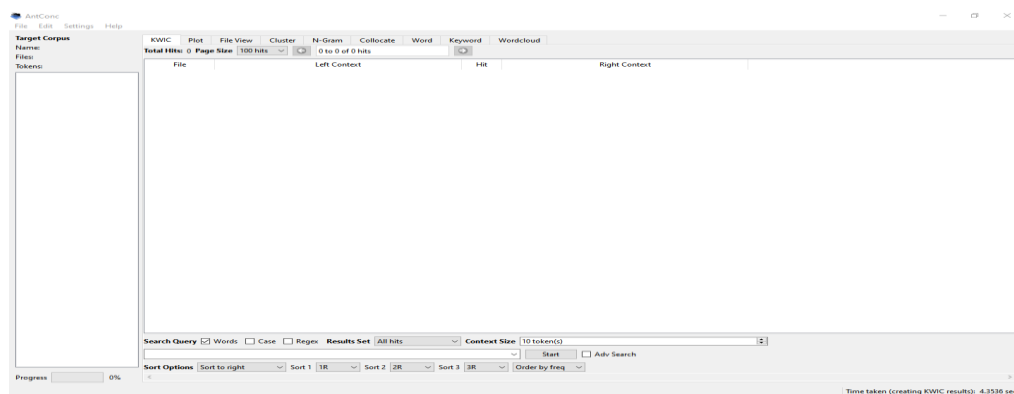


Figure 4: AntConc4.2.3 operation

Validity of Measurements

Firstly, the process types of the transitivity system in the original text are observed, and the translation is marked by TagAnt2.0.5 (as shown in Fig.5).

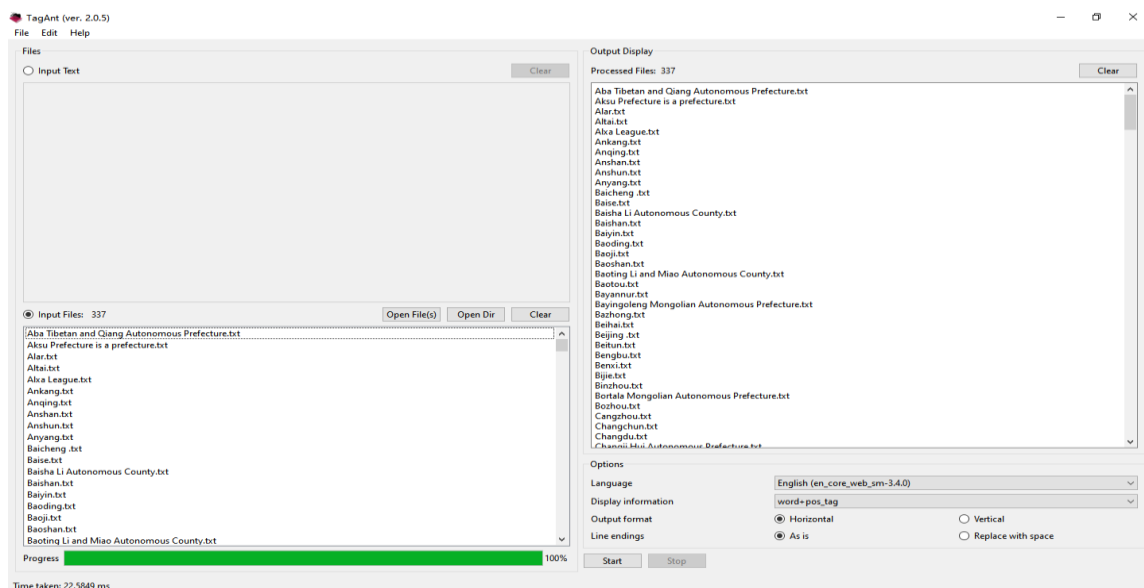


Figure 5: TagAnt2.0.5 operation

What needs to be specified is that due to the differences between the two languages in the translation process, the process type needs to be observed first and then counted quantitatively. For example, there are a large number of speech processes in the original text and the translation of urban publicity. The original text is expressed in a variety of ways, such as ' according to... statistics, according to... statistics,... statistics display,... report think,... say,... call ', which cannot be retrieved in a unified and fixed way. This requires first observing the text, finding out the main language phenomena, and displaying them in a list according to the significant language phenomena. Similarly, in interpersonal function analysis, personal pronouns, modality, and demonstrative pronouns in discourse function are mainly used to retrieve the annotated corpus through regular expressions, and list them for comparison or statistics. In the statistics of reporting modes and sources of reported speech, reporting modes mainly focus on direct reporting and indirect reporting.

DISCUSSION

Based on the research questions, this study examines the discursive practice of the English translation of the city introduction texts from three dimensions: national consciousness, intersubjectivity, and social context. We establish a city introduction corpus of 508,166 words and an English news report corpus of 65,644 words.

Analysis of language meta-function

Conceptual Function Analysis

The main form of conceptual function is the transitivity system. Through this semantic system, things and processes in the objective and subjective world are divided into several processes, including: Material Process, Relational Process, Verbal Process, Behavioral Process, Mental Process and Existential Process(Hu, 2018). In the statistics of the process types of Chinese city English websites, this paper first uses TagAnt2.0.5 to label the part of speech of the corpus, and uses AntConc4.2.3 to retrieve the process types in the labeled corpus. The retrieval method of each process type is carried out according to Figure 8, and the retrieval sample is no longer repeated here. Because the main feature of the relational process is to express 'what is what' in the form of 'be + noun /possessive pronoun/ adjective, etc.' (Si Xianzhu, 2017). Therefore, in the retrieval relationship process, we mainly focus on the content of "be + noun / subject pronoun / adjective, etc.", a total of 449 results were collected. Through the screening of the results, there were 116 relationship processes, 4.5 per thousand words. The material process is the process of doing something. The retrieval mainly focuses on the content of "verb + noun". The material process is retrieved in the same way, and a total of 403 results are obtained. After screening, 286 material processes are obtained, 11.1 per thousand words. Similarly, the speech process obtained a total of 85 results after manual screening of the original text and the translation, 3.3 per thousand words (see Table 1).

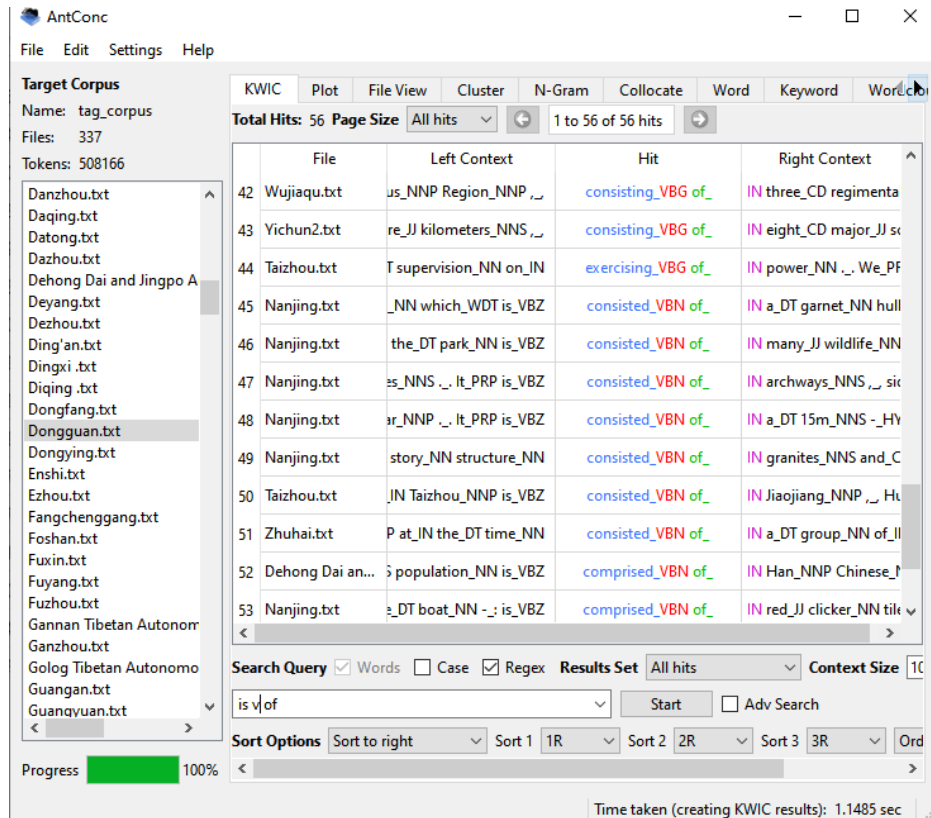


Figure 6: Material Process in corpus

number	Material Process	Relational Process	Verbal Process	Behavioral Process	Mental Process	Existential Process
Frequency	387	126	95	35	6	2
(in Every thousand words)	12.2	5.5	4.3	1	0.2	0.08

Table 1: Process type number statistics

From the perspective of the process types of Chinese city English websites, the material process is the most in the overall and physical system, followed by the relational process, the verbal process, the existential process, and a small number of psychological processes and behavioral processes. Through the process type retrieval of the annotated translation corpus, it is found that the translation is generally consistent with the transitivity system expression in the original text, that is, the material process is the most, followed by the relational process, the verbal process, and a small amount of the existence process, the psychological process, and the behavioral process (see Table 1). Due to the lack of existential process, psychological process and behavioral process, the following part mainly analyzes the material process, relational process and verbal process in translation.

1.The entire temple consists of 48 small courtyards, and more than 200 buildings of different styles are evenly distributed. The entire temple has a construction area of 42,244.5 square meters. After the completion of Longhua Temple, it will become one of the largest temples in the country and even in Asia with its grand layout and magnificent momentum, become the largest Buddhist cultural attraction in the province, and add a cultural attraction to the tourism of Songwon City.

It can be seen from the original text (1) that this sentence consists of several clauses, all of which use the material process of the transitivity system, such as consisting, distributed, becoming, add and other verbs to state the behavioral process of describing urban attractions. From the perspective of sentence structure, Chinese is a whole sentence on the whole, and the subject is omitted in many places in the clause ; while English divides it into three sentences, and highlights the subject of ' temple ' in each sentence, it also overcomes the habit of omitting the subject in Chinese. From the perspective of the conceptual function of language, the English description reproduces the linguistic features dominated by material processes, and also increases the transformation of verbs, which can foreground China's specific behaviors in the construction of international websites and establish a positive national image of China.

In the translation of urban publicity materials, “material process is the most in the transitivity system, followed by relational process, psychological process and existential process, and there is almost no verbal process”(Yin, 2019). However, the difference is that English website translation, as a kind of translation of foreign publicity literature, in addition to material process and relational process, verbal process also occupies a certain proportion.

Speech process refers to the process of speech, that is, the process of exchanging information through speech. Generally speaking, verbs that express speech process in English include “tell”, “say”, “describe”, “ask”, “talk”, “praise”, “order”, “praise” and so on. In the process of speech, language symbols, as a medium, are used to convey a message to the audience, and some social practice is carried out through the realization of information exchange, so speakers are not necessarily people (Hu, 2018). In this sense, “speech” should be interpreted from a broad level, “it includes all symbolic interactions”, that is, the speech process does not require a conscious participant, the speech subject can be anything that sends a signal, and the speech process can be regarded as a symbolic process (Halliday, 2020).

1.The population growth was continuously under control. According to statistics released for an annual report by the security department, by the end of 2012, the total resident population of the city reached 7,572,000, with an increase of 51,000. The registered population of the city reached 7,105,000, with an increase of 43,700, of which urban registered population reached 2,222,000.

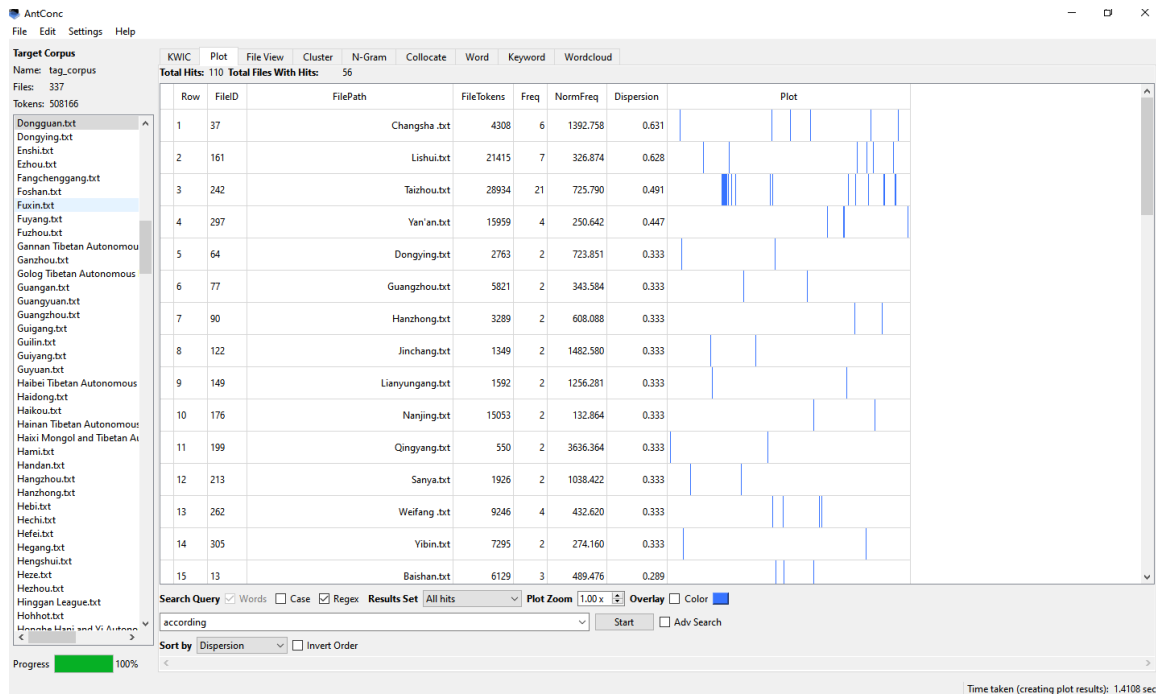


Figure 7: Distribution of “according to” in corpus

In the translation, the prepositional phrase “according to” is widely used to express the information of the authority cited by the website, so as to support the authenticity of the relevant population and data to be elaborated in the English introduction of the city. Although most of them place this preposition at the beginning of the sentence, this expression of information is static. The subject of information is placed in the clause of the sentence structure, which makes the subject in the main sentence uncertain and cannot highlight the source of information and the speech process of information expression. Therefore, the translation should reduce this static expression, and use a more dynamic and prominent source language process to highlight the organization and information content that the original text wants to highlight and construct a direct authority of information

Interpersonal Function Analysis

The interaction of interpersonal function is mainly reflected in the use of personal pronouns and modality system. Therefore, the investigation of personal pronouns and modality system can directly reflect the interpersonal purpose and interpersonal interaction of English websites.

Number	Example
1	Taking the train from Bengbu, you can reach some provincial capitals, three directly governed cities and over ten coastal cities. A station is set up on Jinghu High Speed Railway and the Jingfu (Beijing to Fuzhou) high speed railway will join Jinghu High Speed Railway at Bengbu. You can arrive at Shanghai in 2 hours, at Beijing in 3 hours, at Fuzhou in 5 hours, at Nanjing and Hefei in

	some half hours.
2	Nanjing is a city full of vigor and opportunities. It is a window for you to get a glimpse of real China. Touring, studying and living here, you may find it changing and growing every day, you may find it a city with Chinese tradition as the background and full of many modern qualities, and you may feel the hospitality of the people here.
3	After a tour in this city, you can purchase some local handicrafts or go to some shopping center to buy clothes, daily necessities and so on. As a modern city, there is not so much different of Yantai from other major cities in China, except for metropolis like Beijing, Shanghai, and Beijing in terms of shopping varieties. The local specialties are jade carving, and straw weaving. Foreigners especially like these little staff, and they are the ideal gifts for friend and relatives, or you can buy them as souvenirs.
4	This scenic spot can be divided into three sections:central health-preserving section, sports health-preserving section and forest health-preserving section, providing you a perfect tour of health-preservation.

Table 2: Statistics of Personal Pronoun “You”

This paper focuses on the study of personal pronouns from the perspective of critical discourse analysis. It studies personal pronouns in the social context and reveals the power relationship, position and attitude between the subjects expressed by the use of personal pronouns. As a linguistic phenomenon, personal pronouns are also an aspect of studying ideology and power relations in critical discourse analysis. In the social issues of critical discourse analysis, such as ideology in racial discrimination, power manipulation in political discourse, etc., the extensive use of personal pronouns such as “you”, “yours”, “our”, “they”, “them”, “their”, etc., will form a view and classification of one group and another group. For example, personal pronouns are a common means of discrimination in the mass media, such as forming an opposition between “you” and “they”. The former represents a mentality and position of centralism and superiority, while the latter is marginalized and rejected. Therefore, the discourse use of personal pronouns will be regulated and restricted by social factors such as social status, ideological position and power relationship. In Chinese-English translation, Chinese focuses on paratactic expression and often omits the subject, while English focuses on hypotaxis and often has a clear subject and logical relationship. As the most active subject in the translation process, the translator “must take into account the non-correspondence of personal pronouns in the source language and the target language, and choose the appropriate strategy”(Zhu Xiaomin, 2021). At this level, the translation strategies adopted by the translator in the translation of personal pronouns in publicity materials are directly dominated by social factors.

Different modal expressions can be divided into low, medium and high levels of meaning values, such as low-value modality “may”, “might”, “can”, “could”, etc. Medium-value modality: “will”, “shall”, “would”, “should”, etc.; high-value modality: “must”, “can't”, “ought to”, “need”, etc. (Halliday &

Matthiessen, 2021). According to the above classification of English modal verbs, this paper makes statistics and classification of modal verbs in urban publicity literature corpus, as shown in Table 3. From the statistical results of the modal verbs in the city publicity corpus in Table 4, it can be seen that the translation basically follows the overall use of the modal verbs in the original text, and the translation uses a variety of English modal verbs to translate the modal verbs in the original text. In the translation, there are 341 low-value modal verbs, 168 medium-value modal verbs and 24 high-value modal verbs, accounting for 64%, 31.5% and 4.5% respectively. On the whole, the city publicity corpus shows that the low-value modal verbs are the most used, followed by the medium-value modal verbs, while the high-value modal verbs are the lowest.

Modal Values	modal word	Frequency	Range	Percentage
low	can	216	90	64%
	could	17	9	
	may	100	50	
	might	7	3	
	willing	1	2	
medium	will	141	52	31.5%
	would	14	9	
	should	13	8	
high	must	6	6	4.5%
	need	18	10	

Table 3: Statistics of Modal Values

(1) After 10-15 years of development, Hefei Demonstration Zone for Science & Technology Innovation Pilot City under construction will grow into an important international and first-class center for knowledge and technology innovation, a place where high quality talents gather and a base for hi-tech industrial development.

(2) The 6 kilometers (3.7 miles) long brick City Wall has wall towers and turrets positioned along its length which would be effective in wartime and have a decorative function on the framework of the wall.

(3) In 1981, Guilin was listed by the State Council as one of the four cities (the other three being Beijing, Hangzhou, and Suzhou) where the protection of historical and cultural heritage, as well as natural scenery, should be treated as a priority project.

It is not difficult to see that the increase of modal verbs in the publicity text is not accidental, but the translator is influenced by the attributes of the translation, language, cultural differences and other factors. First of all, the city English website is an official document issued by China. The purpose is to introduce China to the world in an objective and rational way, and to convey China's attitude and position. More use of low-value modal verbs will make it easier for readers to accept. Too much use of high-value modal verbs will make China seem superior, too tough and majestic to produce a sense of distance. Although this is the translation of foreign publicity discourse, the translator also needs to consider the image of China constructed in the national consciousness. The use of median value modality can reflect China's rationality and objectivity and narrow the distance with the audience. This kind of "explicitation" translation, which is not only close to the objective reality, but also close to the readers' language habits, can give full play to the interpersonal function in language transformation.

Textual Functional Analysis

Since information structure, thematic structure and cohesion are the main aspects of textual function, the analysis of them can examine the similarities and differences between urban English introduction and the original text at the level of information organization, so as to explore the social factors behind the similarities and differences. Thematic structure is a mechanism of discourse planning. Theme plays the role of eliciting the topic, which is at the beginning of the sentence, and other parts except the beginning of the sentence are rheme. In terms of information feature expression, the theme represents the known information, and the rheme represents the unknown information. In translation studies, the basic framework of Chinese-English translation consists of thematic progression patterns, which not only conveys and extends linguistic information at the structural level, but also connects the internal logical relationship between linguistic symbols and information. Zhu and Yan (2021) summarized the thematic progression patterns of English discourse into the following four types (T stands for Theme, R stands for Rheme) :

(1) The same type of theme (same theme, different rheme):

$T1-R1 \rightarrow T2 (= T1)-R2 \rightarrow T_n (= T1) -R_n$

(2) The same type of rheme (different theme, same rheme):

$T1-R1 \rightarrow T2-R2 (= R1) \rightarrow T_n-R_n (= R1)$

(3) Continuation type (the rheme of the former sentence or part of the rheme becomes the theme of the latter-sentence):

$T1-R1 \rightarrow T2 (= R1)-R2 \rightarrow T_n (= R_{n-1})-R_n$

(4) Cross type (the theme of the former sentence is the rheme of the latter sentence):

$T1-R1 \rightarrow T2-R2 (= T1) \rightarrow T_n-R_n (= T_{n-1})$

Due to the differences in the structure of Chinese and English, for example, Chinese emphasizes parataxis while English emphasizes hypotaxis. The Chinese-English translation of the white paper needs to consider the structural and customary differences between the two languages, as well as understand the inherent logic in the original text, so as to better present the expression in the target language in line with the social context of both sides and acceptable to the audience.

(4) Guangzhou[T] is located in southern China in the middle of Guangdong province[R], north of the Pearl River Delta. The city[T] also lies close to the South China Sea, Hong Kong, and Macau[R]. Because of its convenient geographical position, Guangzhou[T] has been called 'China's Southern Gateway'[R]. As the capital of Guangdong province, Guangzhou[T] is the center of its politics, economy, science, education[R]. It[T] is also southern China's key transportation hub and trading port[R].

The thematic structure markers of the source text and the target text are shown above. We present the thematic progression pattern of the target text as follows (thematic identity) :

$T1-R1$

↓

$T2(=T1)-R2$

↓

$T3(=T1)-R3 \rightarrow T4-R4$

↓

$T5(=T1)-R5 \rightarrow T6-R6$

From the perspective of structure, it generally belongs to the total score structure, and the thematic progression pattern of the translation belongs to the same theme. The first sentence is a summary of

the whole paragraph, and the rest is the specific explanation and support of the first sentence. Theme and rheme are faithfully restored. The “Guangzhou” of T3, T4 and T5 in the text is a supplement to thematic ellipsis, which overcomes the defects of hypotaxis in Chinese parataxis, makes the whole text logically coherent and promotes the transmission of information flow. The theme of the first sentence from the translation is “Guangzhou”, indicating the known information; the rheme 'in southern China in the middle of Guangdong province' indicates unknown information.

Generally speaking, it is not obvious to use explicit connectives for strong hypotaxis transformation in urban English introduction texts at the discourse level, which is mainly reflected in the fact that the text is segmented and reconstructed by the translator, and the logical and grammatical connectives between the segmented clauses are less frequently used. As far as the purpose of city English introduction is concerned, after accurately translating the meaning expressed in the original text, it is necessary to pay more attention to the interpersonal interaction meaning played by the textual function. Too much "close to the original text" will cover the realization of its interpersonal function to some extent, and will fall into the trap of talking to oneself without paying attention to the readability of the audience. Therefore, the deficiencies in the English introduction of the above cities are the results of the research based on the choice of sentence structure and the differences in the thinking and representation characteristics of the two languages. It also reflects that the translation of urban publicity literature needs to pay more attention to the textual function and make further consideration in the choice of sentence structure and the transformation of space-time thinking.

Inter-subjectivity

Since translation can be generally divided into two parts: intralingual interpretation and interlingual transformation, the former is the premise of the latter and the latter is the purpose of the former. The two parts are in a whole, and the relationship between the subjects is reflected in the process of intralingual interpretation and interlingual transformation. In addition, inter-subjectivity focuses on the collective subjectivity of each translation subject, which plays a connecting role in the two dimensions of “national consciousness” and “social context”, that is, it emphasizes the role of discourse subject, rather than only focusing on static text. Therefore, this section will explore the inter-subjectivity of the translation of city promotion materials from both intralingual and interlingual aspects.

The coordination of inter-subjectivity

The discourse of city promotion materials represented by City English websites is highly generalized, which requires the translator to carefully consider whether the information expressed in the original text is missing in the translation. If there is a lack of information in the original text, the translator will exert his subjective initiative to supplement the language one by one to achieve the balance between information expression and function.

Metaphors are frequently used in city publicity materials and English websites. On the one hand, it can increase the vitality of the language and be easily accepted by the audience. On the other hand, it can connect the contexts of two different cultures through the medium of metaphor, which is conducive to overcoming the cognitive differences in different social contexts and enhancing persuasion. Therefore, retaining the metaphor of the original text can better convey the original meaning of the original author.

(5) **Grass carp with pot cake, Shandong province Jining area special food. Also known as the pot, "old turtle by the river" is a folk more image of the name. Popular in the Jining section of the Beijing-**

Hangzhou Grand Canal and the area near Weishan Lake, it was originally a way for boat people to save trouble and make rice and dishes with the same pot, that is, stew fish (dish) in the center of the pot, paste dough around the pot, and cook rice with vegetables. Because of its food in the same pot, there are dishes in the rice, and there are rice in the dish, the taste is particularly delicious, and it has gradually become popular and become a local dish with characteristics.

(6) The Lu Mountains south of Jiujiang, which skirt the western side of Lake Poyang and tower over the Yangtze to the north, constitute one of China's most scenic and historically significant locations. Designated a UNESCO World Heritage site in 1996, the massif has become a major tourist destination and a well-known summer resort area.

Metaphor is a kind of creation of language use, which connects the meaning of language expression with other things, and makes the audience associate through this metaphor intermediary. This vivid expression can enhance the acceptance and persuasion of language. In example (7), Grass carp with pot cake is compared to "old turtle by the river", which can make readers think of the image of animals in the river and attract people's appetite. In Example (8), "surround" is translated into "skirt", which not only beautifully expresses the topography of the river around the city, but also maintains the consistency with the original metaphor to form the semantic coherence before and after, and more vividly expresses China's attitude in the development of the world.

The coordination of interlingual relations

The interlingual transformation in the translation of city promotion materials is not the self-talk of the translator or the author, but the need to minimize the conflict between the expression form of the translation and the readability and acceptance of the audience on the basis of intralingual interpretation, that is, to reduce the horizon difference between the translation and the reader due to the differences in language expression, language structure, context and so on. From the perspective of critical discourse analysis, inter-subjectivity is reflected in the translator's trade-off of implicit macro factors behind the micro-structure. We will analyze it in following cases.

(7) **Firmly** adhered to the principle of leading a thrifty life, and cut expenses on non-rigid and non-key projects by more than 50% at the municipal level. Administrative review has been rated as a demonstration project of law-abiding government construction of Shaanxi Province. Outstanding in making government affairs public in the province, timely responded to the masses' concerns, and commended by the State Council.

(8) At present, Mianyang is **firmly** following the guidance of Xi Jinping's new socialist ideology with Chinese characteristics, and thoroughly studies and implements the spirit of General Secretary Xi Jinping's important directive to Sichuan work, especially the important directive spirit of Mianyang's work.

(9) At present, the CPC Municipal Party Committee and the municipal government are **firmly** guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, earnestly implementing the spirit of the 20th CPC National Congress and the Second Plenary Session of the 12th CPC Provincial Party Committee, adhering to the guidance of innovation, implementing the "five-city strategy" of building a city based on science and technology, a city with strong industries, an open and vibrant city, a city thriving with talents and a city with ecological beauty, accelerating the construction of China Science and Technology City, and making every effort to build a Chengdu-Chongqing sub-center. To strive to write a good chapter of Chinese style modernization in Sichuan, for the comprehensive construction of a modern socialist country, comprehensive promotion of the great rejuvenation of the Chinese nation contribution.

In the above cases, “**坚定地**” in the original text is uniformly translated into “firmly” in the translation to express China's firm determination and confidence in national dignity, core interests, intellectual property protection, human destiny community and other aspects. In the translation, “firmly” has the

meaning of firmly devoting itself to a certain thing. From the perspective of target language expression, it is a repetition of meaning expression, but from the perspective of the degree of loyalty to the original text, it constructs China's determination to participate in the cooperation and development of all countries in the world. In terms of national interests and international responsibilities, the translator is influenced by national sovereignty and sense of responsibility. In the process of translation, the translator chooses strong emotional expressions to express his firm attitude and position of safeguarding national economic sovereignty and assuming international responsibility.

There are structural differences between Chinese and English. Chinese is a paratactic language, while English is more hypotactic. In the discourse expression of Chinese urban publicity literature, we strive to express formal and concise, usually omitting the subject and logical relationship between sentences. The stylized expression will make the style of writing appear not flexible enough.

(10) Liaoyuan City has enjoyed many national reputations such as “the hometown of Chinese sika deer”, “the hometown of Chinese pipa”, “the hometown of Chinese peasant painting”, “the hometown of China's two-person turn art” and “the hometown of Chinese cotton socks”.

The original expression in the example (12) is concise and powerful to express the business cards and labels of Chinese cities, but the translation according to this language structure does not conform to the language expression structure of the target language, and there is no logical relationship between clauses, and there is no subject. Therefore, the subject 'China', 'Chinese' and the turning relationship between sentences are added to the translation, forming the expression of information structure completion.

In the inter-subjectivity dimension of translation, the inter-subjectivity relationship between the translator and the sponsor, the author, the original text and the reader is mainly investigated from the two aspects of intra-lingual and inter-lingual translation of urban publicity materials. In the intralingual conversion, the translator guarantees the 'core' of the original text by means of information compensation, returning to our culture and position, and maintaining the metaphor of the original text; in the interlingual conversion, the translator ensures the “shell” of the translation by approaching the reader's language expression, adjusting the difference of language structure, and making semantic judgment based on context. In general, there is an intersubjectivity relationship among the subjects. The translator negotiates and interacts among multiple subjects, and presents the translation to the international audience in the form of “shell in core,” so as to promote the audience's understanding of Chinese cities.

The spread in the social context

As a social practice, the fundamental purpose of translation is to achieve the purpose of communication and promote the solution of social problems through the external communication of the translation. Based on the translation of city promotion materials studied in this paper, the purpose is to publicize the basic situation, historical development, population and economy of Chinese cities to the world through the translation, and to clarify China's position in international city publicity. Since many Chinese cities are not well known to the world, and the international dissemination of Chinese discourse is hindered by western developed countries, it is necessary to examine how the English introduction of cities is disseminated in the social context of the target language, and further provide feedback for the construction of Chinese discourse's external communication capacity. In this part,

the investigation of the English introduction and communication of Chinese cities is mainly based on the intertextuality of the translation in the process of news media communication, focusing on the translation representation of the report speech, source of information, genre intertextuality and other aspects in the process of news discourse intertextuality, so as to clearly reveal the influence of Chinese cities on the social context of the target language, and reflect the purpose, position and ideology of the reporter.

Explicit Intertextuality in News Reports

In order to investigate the spread of the translation, this study collects relevant news about Chinese cities from January 1, 2020 to September 18, 2023 from the corpus NOW (New on the Web), and screens out 66 reports on urban propaganda news newspapers. A small corpus of 65, 644 words was established, and the reporting methods and sources of the translation of the white paper were counted and analyzed, including 31 English reports of foreign media and 35 English reports of Chinese media. Next, we will make a detailed analysis of the speech reporting and sources of urban English in 66 newspaper news reports in the corpus :

The formal classification of speech reporting is mainly based on the classification of speech reporting by Leech & Short (2019), including “direct reporting (DS), free direct reporting (FDS), indirect reporting (IS), free indirect reporting (FIS), and narrative reporting of speech acts (NRSA)”. Because free direct reporting and free indirect reporting are almost non-existent in news discourse, and the narrative reporting of speech acts is essentially indirect reporting (Xin Bin, 2021). Therefore, this research only examines and counts direct and indirect reporting.

Direct reporting is the absolute loyalty of the narrator to the original words of the addressee, and it is mostly marked by double quotation marks. In this case, there is a clear boundary and edge between the context of the reporting speech and the context of the reported speech, forming a juxtaposition relationship (Xin, 2020). Indirect reporting is the expression of the discourse reporter aimed at being faithful to the reported speech at the content level, rather than the formal wording. Loyalty on. There are three main ways of news source: A, B and C are used to represent “specific and accurate news sources; implicit sources of information ; do not mention the source”(Xin, 2021). In this paper, the statistics of the reporting methods and sources of newspaper news in the corpus are as follows:

NO.	Reporting speech /proportion	Reported speech /proportion	mode of reporting		The source			C
			DS /proportion	IS /proportion	A	B		
1	281/43.4%	67/23.8%	0	67/100%	2	1		
2	372/67.4%	347/93.3%	60/17.3%	287/82.7%	4	7		
3	735/79%	383/52.1%	156/40.7%	227/59.3%	3	2		3
4	337/58.8%	89/26.4%	0	89/100%	1	1		2
5	254/26%	37/14.6%	0	37/100%	1			
6	247/61.6%	247/100%	118/47.8%	129/52.2%	5	1		1
7	426/90.3%	52/12.2%	52/100%	0	1			1
8	338/53.2%	97/28.7%	25/25.8%	72/74.2%	2			1
9	308/46.7%	102/33.1%	13/12.7%	89/87.3%	2			
10	472/57.6%	230/48.7%	60/26.1%	170/73.9%	3	3		
11	537/52.3%	98/18.2%	34/34.7%	64/65.3%	3	1		
12	384/60.7%	24/6.3%	0	24/100%	1	1		
13	368/67.9%	40/10.9%	0	40/100%	1			
14	892/53.2%	39/4.4%	39/100%	0				1
15	788/88%	71/9%	16/22.5%	55/77.5	1	2		
16	900/38.8%	108/12%	36/33.3%	72/66.7%	3			1
17	390/44.6%	38/20.9%	4/10.5%	34/89.5%	1			

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18	411/34.1%	124/30.2%	20/16.1%	104/83.9%	3				
19	182/54.8%	38/20.9%	4/10.5%	34/89.5%	1				
20	387/39.6%	15/3.9%	0	15/100%	1				1
21	467/70.7%	86/18.4%	21/24.4%	65/75.6%	1				
22	976/46.7%	108/11.1%	4/3.7%	104/96.3%	1		1		
23	3323/31.3%	411/12.4%	146/35.5%	265/64.5%	8		1		
24	266/58.8%	16/6%	2/33.3%	4/66.7%	1				
25	315/52.9%	49/15.6%	49/100%	0	1				
26	577/35.6%	36/6.2%	36/100%	0			1		
27	231/66.2%	57/24.8%	0	57/100%			1		1
28	315/38%	315/100%	0	315/100%					3
29	199/49.9%	6/3.0%	2/33.3%	4/66.7%	1				
30	583/37.1%	13/202%	2/15.4%	11/84.6%	1				
31	172/26.5%	35/20.3%	3/8.6%	32/91.4%	1				
Sum	16433/42.7%	3378/20.6%	898/26.6%	2470/73.1%	54	23	0	0	15

Table 4: Statistics of reporting modes and sources in foreign English newspaper reports

NO.	Reporting speech /proportion	Reported speech /proportion	mode of reporting		The source				
			DS /proportion	IS /proportion	A		B		C
					Definite phrase	personal pronoun	Indefinite phrase	pronoun	
1	805/50.5%	117/14.5%	25/21.54%	92/78.6%	3				
2	130/29.8%	130/100%	0	130/100%	3				
3	201/46.3%	70/34.8%	0	70/100%	2				
4	563/91.4%	165/29.3%	29/17.6%	136/82.4%	3				
5	531/68.3%	250/47.1%	62/24.8%	188/75.2%	6	2			
6	431/73.2%	85/20.6%	2/2.4%	83/97.6%	2				
7	499/84.6%	86/17.2%	4/4.7%	82/95.3%	1				1
8	667/88.9%	252/37.8%	61/24.2%	191/75.8%	4	1			
9	280/59.3%	85/30.4%	0	85/100%	2				
10	350/100%	67/19.1%	0	67/100%	2				
11	655/88.9%	134/20.4%	34/25.4%	100/74.6%	4				
12	1209/90.1%	569/47.1%	0	569/100%	6				1
13	256/69.6%	39/15.2%	0	39/100%	1				
14	336/38.9%	27/8%	0	27/100%	1				
15	58/9.5%	58/100%	0	58/100%	1		2		
16	50/13.6%	50/100%	0	50/100%	2				
17	652/87.8%	202/30.9%	29/14.4%	173/85.6%	3	1			
18	88/18.3%	61/69.3%	0	61/100%	1				
19	299/64.7%	95/31.8%	31/32.6%	64/67.4%	3				
20	274/48.1%	27/9.9%	0	27/100%	1				
21	468/73.4%	25/5.3%	14/56%	11/44%	1				
22	243/49.3%	23/9.5%	0	23/100%		1			
23	353/72.2%	239/67.7%	23/9.6%	216/90.4%	9	1			
24	559/64.2%	14/2.5%	0	14/100%	2				
25	285/59.5%	52/18.2%	0	52/100%	2				
26	573/97%	100/19.2%	0	110/100%	3				
27	172/18.4%	19/11.0%	0	19/100%	1				
28	211/29.1%	73/34.6%	0	73/100%	1				
29	429/82.3%	25/5.8%	0	25/100%	1				
30	305/48.7%	46/15.1%	0	46/100%	1				
31	130/17.4%	44/33.8%	0	44/100%	1				
32	517/93.7%	46/8.9%	8/17.4%	38/82.6%	2				
33	429/53.8%	236/55%	240/38.6%	381/61.4%	17	5			1
34	429/53.8%	236/55%	17/17.2%	219/92.8%	9				
35	2060/65.4%	1959/95.1%	1900/93%	59/3.0%	22	5			
Sum	15671/57.7%	6101/38.9%	2479/40.6%	3622/59.4%	122	16	2	0	3

Table 5: Statistics of reporting modes and sources in China's English newspaper reports

Among the 66 newspaper news reports on white papers, 16433 words and 15671 words were reported in foreign and Chinese newspapers, accounting for 42.7% and 57.7% of their respective corpus respectively. The reported speech of city introduction is 3378 words and 6101 words respectively, accounting for 20.6% and 38.9% of the total reported speech in their respective corpora. Among them, the total direct reported speech of English city introduction to China is 898 words, accounting for 26.6% of the total reported speech of English city introduction to China. There are 2479 words directly reported by domestic news on the English introduction of Chinese cities, accounting for 40.6% of the total number reported by domestic English newspapers. The indirect reporting of foreign news on the

English introduction of Chinese cities is 2470 words, accounting for 73.1%, and the indirect reporting of domestic English news on the English introduction of Chinese cities is 3622 words, accounting for 59.4%.

According to the statistical results of this study, both Chinese and foreign newspaper news tend to indirectly report Chinese city reports. The reason is that direct reporting makes the context of the reported speech and the reported speech present a clear boundary and edge, forming a parallel relationship. Because the mass media is the main source of ideas and values, indirect reporting can blur the boundary between the reported speech and the context of the reported speech, so as to play the media role of the news media, transform the official ideas into the public language, and finally promote the acceptance and understanding of a certain idea in the public domain.

The news source refers to the sender of the reporter 's reported discourse (Xin, 2020). The sources of news mainly include specific and accurate sources ; implicit sources of information ; without mentioning the source, this study uses A, B, and C to mark these three sources. According to the specific categories of Xin Bin 's news sources, the specific and exact news sources are divided into definite phrases and personal pronouns ; implicit sources are divided into indefinite phrases, pronouns / definite phrases (Xin, 2021).

From the statistical results of the sources of Chinese and foreign newspapers ' English reports on Chinese cities, it can be seen that most of the sources of English reports on Chinese cities at home and abroad are specific and accurate sources, among which definite phrases are the most, 122 and 54 respectively, followed by personal pronouns, 16 and 23 respectively. Secondly, there is no mention of the source of the reported Chinese cities. Among the three sources of news at home and abroad, the English reports are second only to the exact sources, which are 3 and 15 respectively at home and abroad. By comparison, the domestic news sources of the English introduction of Chinese cities pay more attention to specific and clear news sources. This is because domestic newspapers usually participate in the news reports of urban publicity. Clear news sources can highlight the authenticity and authority of news reports and actively construct the image of Chinese cities. Although foreign reports are mostly based on specific and clear sources, which is also the need to ensure the objectivity and rationality of news, compared with domestic sources, foreign reports do not mention sources higher than domestic sources.

Generic Intertextuality in News Reports

This research focuses on the dissemination of the translation of the white paper in news reports. Therefore, it is necessary to classify the genres of news discourse to explore the genre intertextuality of the translation of the white paper. According to the classification of news discourse genres by Werlich, "news genres can be divided into narration, argumentation, description, instruction, and exposition"(Liu, 2018).

This section counts the number and proportion of genres in 31 foreign media English reports and 35 Chinese media English reports. The repeated genres involved in each report are not superimposed and accumulated. The genre statistics of Chinese media English reports are used as a reference to examine the genre intertextuality in foreign media reports. The results are as follows:

Data	description	narration	exposition	argumentation	instruction
Total	31	30	22	24	31
Proportion	100%	96.8%	71%	77%	100%

Table 6: Genre statistics in foreign English newspaper reports

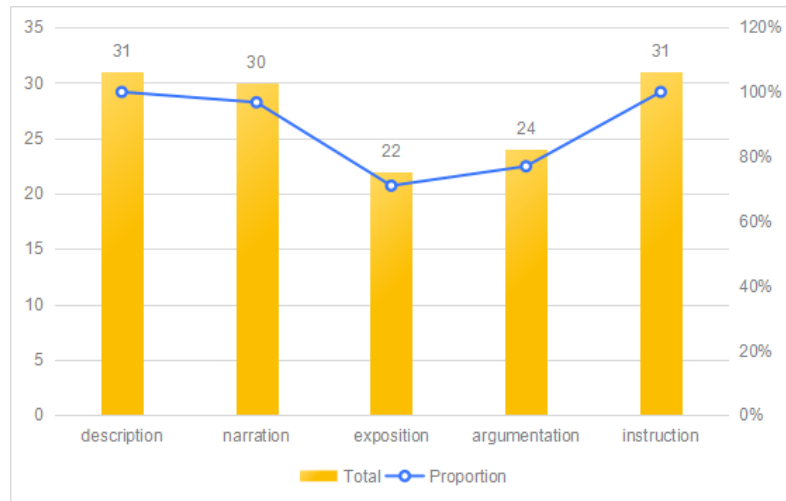


Figure 8: A schematic diagram of Table 6

Data	description	narration	exposition	argumentation	instruction
Total	34	35	29	25	35
Proportion	97.1%	100%	82.9%	71.4%	100%

Table 7: Genre statistics in Chinese English newspaper reports



Figure 9: A schematic diagram of Table 7

According to the above statistical results, among the genres of foreign news reports, 31 descriptive genres account for 100%; 30 articles contained narrative genres, accounting for 96.8%; 22 explanatory genres, accounting for 71%; 24 argumentative genres, accounting for 77%; 31 indicative genres, accounting for 100 % (see Table 6). In the English reports of Chinese media, 34 descriptive genres, accounting for 97.1%; 35 narrative genres, accounting for 100%; 29 explanatory genres, accounting

for 82.9%; 25 argumentative genres, accounting for 71.4%; there are 35 indicative genres, accounting for 100% (see Table 7). It can be seen from the data visualization in the statistical diagram that the trend of the proportion of genres in English reports of foreign media and Chinese media is roughly the same, showing a comprehensive use of various genres (see Fig.8, Fig.9).

Through the analysis of explicit intertextuality, it is found that the proportion of reported speech in foreign newspaper news is 42.7 %, and the reported speech in Chinese city introduction accounts for 20.6 % of the total reported speech, and the proportion of direct speech (26.6%) is smaller than that of indirect speech (73.1%). The overall proportion of reported speech in the English version of Chinese newspapers for comparison is 57.5 %. The proportion of reported speech in English reports of Chinese cities is 38.9 %, and the proportion of direct speech (40.6%) is smaller than that of indirect speech (59.4 %).

In the generic intertextuality study, it is found that foreign news reports tend to use a variety of genres in the English introduction of Chinese cities. In descriptive genres, narrative genres, debating genres, explanatory genres, and indicative genres, foreign reports on white papers will first briefly describe the background of the position and attitude of some Chinese cities or urban English introductions, and then use more descriptive genres to describe the specific content of urban English introductions in a large number of details, and intervene in the speeches and interviews of authoritative experts to evaluate Chinese cities and Chinese culture.

CONCLUSION

From the perspective of critical discourse analysis and drawing on its research path, this study studies 337 English texts on the official Chinese website of 337 cities in 31 provinces, autonomous regions and municipalities, proposes a “three-dimensional” interface research framework for the translation of urban publicity literature, and explores the discourse practice of urban English introduction translation. At the same time, this paper focuses on the production and dissemination of urban English introduction translation discourse in practice. Under the research framework proposed in this study, the main findings are as follows :

First, at the discourse production level of city English introduction translation, various factors in national consciousness affect different discourse constructions in the transformation of language meta-functions in city English introduction translation. This study finds that at the level of conceptual function, the translation generally follows the transitivity expression of the original text. It is found that the speech process occupies a certain proportion in the translation process. The combination of dynamic and static speech process verbs is used to construct the authority and directness of the examples in the English introduction of the city. However, there are many static prepositional phrases that express the speech process, so that the main sentence can not directly highlight the source of information of the examples.

Secondly, in the discourse construction of white paper translation practice, there is a collective subjectivity relationship between the translator and the patron, the author, the original text and the reader. At the intralingual level, the translator compensates for the intralingual information, retains the

metaphor of the original text, and returns to the Chinese culture and position. On the one hand, it reflects that the patrons restrict and stipulate the ideological position and national consciousness in the whole process of translation, and provide the translator with ideological, economic and social status sponsorship. The translator should highlight the culture, position and metaphorical connotation of the original text. On the other hand, it reflects that the author of the original text introduced by the national publicity agency as a city is much higher than the translator affiliated to the national translation agency in terms of social status and authority. The translator has less room for manipulation of the translation and needs to follow the original text for translation. At the interlingual level, the translator makes the translation close to the expression of the target language, transforms the interlingual language structure, and finds the expression that conforms to the audience's understanding according to the context. At the interlingual level, what is reflected is the negotiation relationship with the readers, that is, for the differential expression between Chinese and English, when the translator tends to use the way that the target language audience can understand the expression, he needs to negotiate the meaning between the original text, the translation text and the author.

Thirdly, by collecting English news reports about Chinese cities in the NOW (New on the Web) corpus and taking Chinese English news reports as a reference, this study examines the spread of English introductions of Chinese cities in foreign countries from the aspects of reporting mode, news source and genre intertextuality. The study found that foreign media 's news reports on Chinese city introductions show a rational and objective attitude, but because indirect reporting is generally higher than direct reporting, reporters will virtually increase their position and ideology. In the investigation of the source level, through comparison, domestic English reports pay more attention to highlighting the source of Chinese city introduction, that is, specific and clear sources. Although foreign reports are also dominated by specific and clear sources, which is also the need to ensure the objectivity and rationality of news, the proportion of foreign reports unwilling to mention the original source of news is higher than that of domestic reports. This kind of report unwilling to mention the direct source of news makes it impossible for readers to distinguish the authenticity and authority of news content, which makes it easier for reporters to intervene in the reported content, which is not conducive to the positive dissemination of Chinese cities and international images.

Major contributions

This study suggests that the whole process of translation mainly includes the original text, the translator and the translated text, that is, the translator converts the original text into the target language to form the translation.

Firstly, from the perspective of critical discourse analysis, translation is influenced and restricted by many social factors. The formation of translation is a kind of social practice in which translators play an active role between subjects, and a re-contextualization process from text to discourse. In this process, it is necessary to pay attention to the dynamic construction of context. For example, at different stages, the dominant or decisive factors in context will also change. Therefore, the contractual of the meaning of the original text is the first step in the translation activity. The factors in the context of the original text are judged, such as the social events in the current social context, the ideological position of the author and patron (national institutions, publishers), the function and purpose of translation. On the basis of these judgments, the meaning of the original text is construed, but this

contractual of the meaning of the original text needs to prejudge the context of the target language, such as the focus and acceptance of the reader 's interest, the appropriateness of the expression of the target language, etc. On this basis, the discourse construction is carried out, and finally it is re-contextualized.

Secondly, at the level of translation generation, the translation reflects the reconstruction and re-contextualization of the original discourse. As far as this study is concerned, the text level of the translation is not a complete one-to-one correspondence of language transformation to the original text. On the one hand, the translation retains some expressions of metaphor, culture and position in the original text. On the other hand, it is placed in the context of the target language to transform the structure, which is in line with the expression of the target language and is related to the conceptual mapping and schema knowledge in the reader 's cognition.

Thirdly, at the discourse level, the translation needs to form a certain discourse construction by linking the text with social factors. For example, in the English introduction of cities, the conceptual function and interpersonal function are exerted through the construction of China 's city image, the discourse construction of China 's position and attitude. From the perspective of critical discourse, the generation of translation includes not only the text level, but also the discourse construction. The discourse construction is re-contextualized in the purpose and context, and the “preset content” and “content that needs to be clear” are distinguished.

Limitations

Based on the conclusion of this study, the followings are the recommendations:

1.Translation has played an important role in the exchange of different languages and cultures, so that it is taken for granted as a tool or medium for language transformation. However, it is not known that translation is also a social practice involved in social change. Especially in the translation and dissemination of urban publicity literature, translation is involved in the political, economic and cultural exchanges between countries. Therefore, in the future, it is necessary to change the perspective of translation research, regard it as a social practice, and highlight the relationship between translation and social factors, so as to continuously expand the space of translation research.

2.Secondly, we should strengthen the integration of theories and methods of different disciplines and carry out interdisciplinary and trans-disciplinary research. As a discourse translation and communication behavior, the translation of urban publicity literature represented by urban English introduction is related to the international communication of urban image and the struggle for international discourse power. The research on it should not only pay attention to the theories and methods of translation research and discourse research itself, but also draw appropriate theoretical methods from the field of journalism and communication, and provide reference for the improvement and construction of national discourse communication ability from the perspective of communication.

3.The academic research on the translation of urban publicity literature needs to be tested in practice and provide principles and norms for translation practice. The research on the translation of city promotion materials should aim at serving the needs of national image construction. The research results should become the intellectual support of national translation practice, and be tested by practice, and finally form a series of expressions that are in line with national conditions and world acceptance.

4.Finally, while the academic research results of city promotion materials translation need to be transformed into practical utility, there should be no fault in the practical application of translation talent training and training. It should play a role in cultivating excellent compound talents for national discourse translation and communication.

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