

Goal-Oriented Translation Strategies for Nanjing Works in the Republic of China: Insights for Cross-Cultural Communication and Sports Narratives

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Abstract

As the political, economic, and cultural hub of the Republic of China, Nanjing produced a wealth of literary works that serve as unique cultural symbols of their era. In today's context, where China actively promotes the "going global" cultural strategy, translating and publicizing these works can significantly enhance cultural exchanges and contribute to global understanding of Chinese narratives. This initiative aligns with the broader goal of effectively telling Chinese stories, including those relevant to sports and teamwork in cross-cultural settings. This study adopts a functional goal-oriented perspective to analyze four key elements of literary translation: text interpretation, text function, cultural distance, and text effect. Examining the current translation status of Nanjing works from the Republic of China, the research identifies cultural gaps and deficiencies in the translation of historical and cultural texts. To address these challenges, three translation strategies are proposed: "literal translation academic," emphasizing precision and scholarship; "function localization," adapting texts for specific audiences and purposes; and "feature folk custom," preserving cultural nuances and local color. The study outlines actionable pathways for the international dissemination of translated works, emphasizing their potential for promoting cross-cultural dialogue and fostering a deeper understanding of Chinese culture. These insights have implications for sports psychology by exploring how translation strategies can enhance global communication, teamwork, and cultural empathy within international sports communities.

Keywords: Goal-oriented Theory; Republic of China Period; Translation Strategy.

1. Introduction

The period of the Republic of China is a very important historical period in modern Chinese history, and it is also a critical period for a major turning point in modern China. During this period, the humanistic trend of thought was very turbulent, and classic literary works such as *Midnight*, *On Literary Improvement*, *Ni Huanzhi* and so on appeared. Nanjing, as the political, economic and cultural center at that time, its works were very characteristic of the times, many works are still excellent national cultural classics in contemporary China. It is self-evident that the translation of such works is even more important today when China is actively pursuing the strategy of "going global". Therefore, better translation strategies are needed as good auxiliary means.

As for the translation of works with certain era and historical characteristics, such as the Nanjing period of the Republic of China, translation is not only a bilingual exchange by definition, but also a cultural exchange across languages and words. Its essence is a cross cultural and cross event information transmission activity, which is the re-representation of original literary works by translators through the translation language (Liu, 2018; Mi, 2020). The translation of various works is mainly to transplant culture, but the transplantation of culture is only a means of process,

and ultimately is to achieve the transmission and integration of cultural information. Therefore, from another perspective, translation is of dual significance, which is not only an effective transformation of two different languages, but also a transformation of two different historical and cultural backgrounds. This is based on the translators' deep understanding of the original works and their own understanding of the two cultural processes, and their second literary creation (Harsh, 2020; Valdeón & Zhao, 2020).

Under the guidance of this dual significance, how to properly translate and effectively disseminate such literary products with distinctive Chinese historical and cultural characteristics as Nanjing's works during the Republic of China, and what translation strategies should be used have become one of the main topics discussed by current relevant translation researchers. At present, it is mainly divided into two views. One is to maintain the "alienation" feature of literary works, and choose "literal translation" in translation methods, that is, more loyal to the original content of the works, and directly output the original content and the historical and cultural ideas contained in the original to the translated works.

The other is to adopt the mode of "domestication", and choose to translate according to consciousness in the

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translation method, that is, pay attention to the cultural and historical background of the target oriented language family, and timely adjust and change the original meaning according to the target oriented translation, so that the translated works can be more understood by the target oriented language countries,

and the content is more accessible (Zhao, 2021). Therefore, there are two trends in the current translation of works in Nanjing period of the Republic of China that have distinctive historical and cultural characteristics of a specific period of China, as shown in the Figure 1.

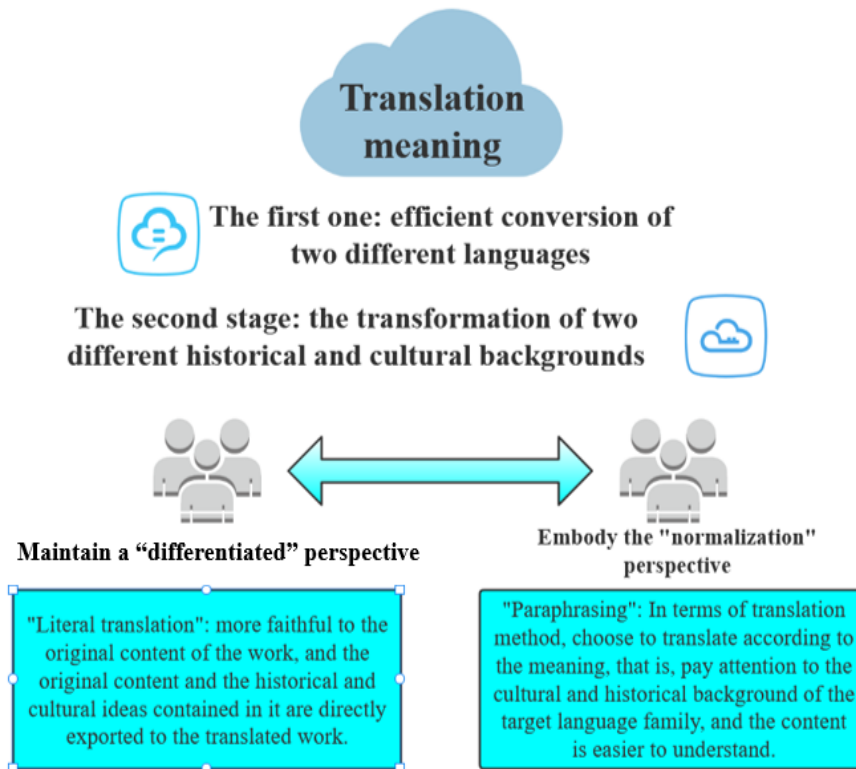


Figure 1: Translation Trends of Works with Historical and Cultural Characteristics

In addition, due to the immaturity and inexperience of the translation work in China, Nanjing's works in the Republic of China have also shown some obvious dislocations in the process of continuous development and progress. Specifically, it can be divided into two types: internal errors and external errors. Intralinguistic errors are manifested in the translator's mistakes in spelling, punctuation, grammar and other aspects of the translation, or the obvious confusion between British English and American English (Alvstad & Borg, 2021). The reasons for these problems are usually that translators lack the corresponding professional level of English translation, lack of due

translation experience, and some translators directly use machine translation for the sake of convenience, which will inevitably lead to various errors in languages. Extralinguistic errors are more reflected in the fact that there are various Chinese language expressions in the process of translation, and there are various obvious violations of general knowledge or basic factual logic. Such errors occur because translators lack understanding of the corresponding cultural background and pay little attention to the cultural differences contained in the translated works (Baxter, 2021; Nóbrega & Botelho, 2022). See Figure 2 for details

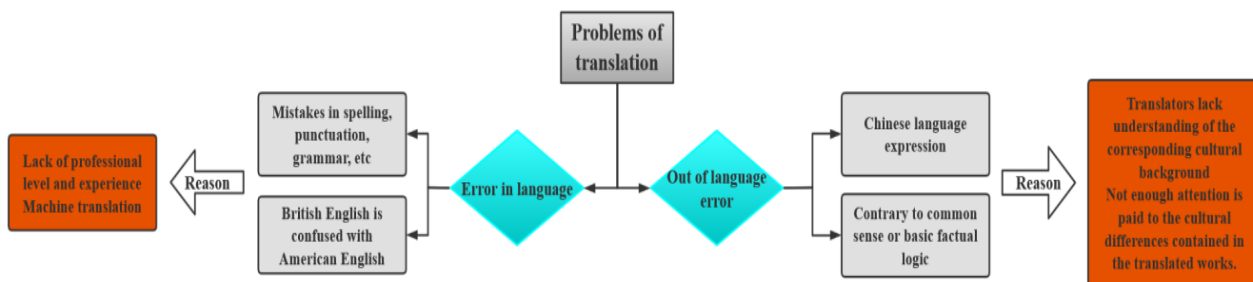


Figure 2: Problems in the Translation of Nanjing Works in the Republic of China

The main contributions of this study are at three levels. The first level is that the literary works of the Nanjing

period of the Republic of China are very classic works in modern Chinese literature, many of which contain

the excellent and broad culture of the Chinese nation. Through the analysis of this study, it is helpful to provide useful reference for the translation works of this period of China to go global (Mancini et al., 2019). At the second level, the translation of literary works is not only the translation of words, but also the interpretation and interpretation of their own historical and cultural content. Based on the goal-oriented theory, this study also provides several translation strategies for reference, which can better display the characteristics, connotations and cultural values of Nanjing literary works during the period of

the People's Republic of China. The third level is to explore the translation strategies for the works of the Nanjing period of the Republic of China. The deeper level is to fully display the national culture, local customs and social mainstream values under the special historical period and location at that time, which will help to strengthen the in-depth understanding of the history and culture of the Chinese people's country in other countries, and provide reference for the cultural exchange between Chinese and foreign translation. Specific contributions are shown in Figure 3.

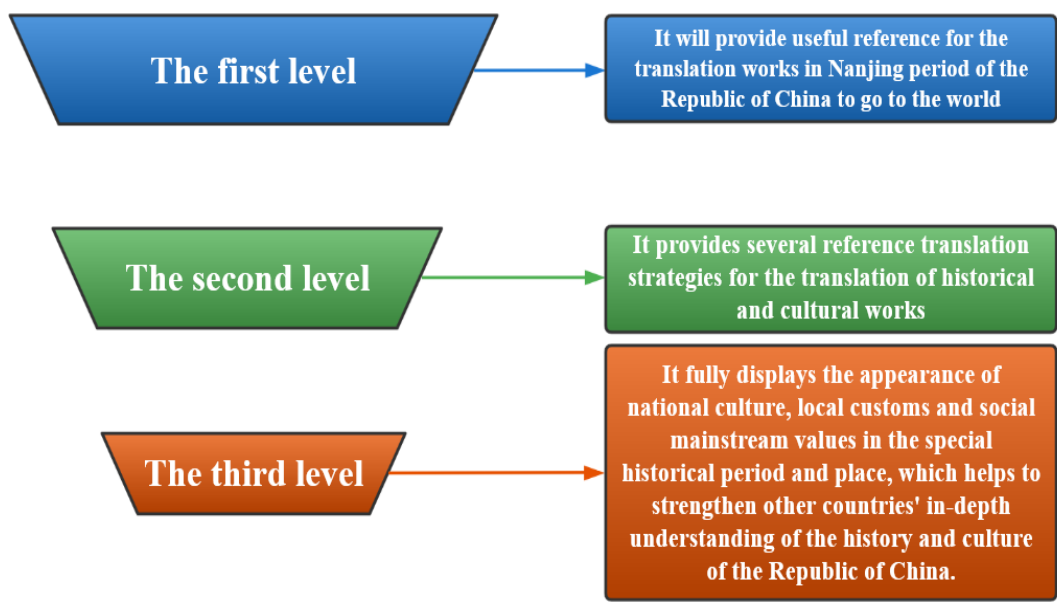


Figure 3: Research Contribution

2. Materials and Methods

2.1 Basic Concepts of Translation Goal Orientation

The theory of translation goal orientation is a kind of translation theory proposed by the German Functional School in the late 1970s, so it is also called the theory of functional goal orientation. According to this theory, the translation of literary works and other contents can be regarded as a goal-oriented behavior model, and the goal orientation of translation activities is a cross-cultural, national and even time oriented communication activity to meet the audience of readers or customer groups of translated works (Moghaddam et al., 2021). The advantage of this theory is that it guides the translator to jump out of the original discussion of "foreignization" or "domestication" of translation content, and no longer rigidly adhere to the choice of literal translation or free translation. It directly determines how to carry out translation work and how to choose translation strategies based on the ultimate goal orientation of his translation behavior from the perspective of the target orientation of his translation works towards readers. In a word, the translation strategy under the guidance of the goal-oriented theory is to "determine the supply

according to the needs", and adopt different translation methods and strategies according to different needs, which also has a good guiding significance for the current translation work of Nanjing works in the Republic of China.

2.2 Translation Principles Based on Goal Orientation

This study is based on the goal-oriented theory, that is, the goal-oriented theory is used to guide the translation strategy path of related works in Nanjing during the Republic of China. Specifically, three basic principles should be followed.

First, translation follows the goal-oriented principle, which is the most fundamental principle of the goal-oriented theory. The goal orientation of translated works determines the corresponding translation strategies and translation methods. In the process of translation, the target language readers selected for translation and the corresponding language family cultural background determine the final goal orientation of translation, which plays a decisive role in the content of translation strategies (Kavalir & Chudoba, 2020). Second, translation follows the principle of coherence, that is, during the translation process, the text must be fully coherent and can clearly

express the relevant meaning, so that the readers of the translated works can understand the sentences more accurately and clearly (Zhao & Immanuel Seel, 2021). Third, translation should follow the principle of faithfulness, that is, no matter what means of translating French, the text form should not completely deviate from the original meaning expressed in the original work, and should not distort the original

meaning in the translated text. It should have the same communication goal orientation as the original text, and be consistent in terms of relevant semantics and expressions, especially for works with specific historical significance and background like Nanjing in the Republic of China, This is even more critical (Corbett & Li, 2021). The specific principles are shown in Figure 4.

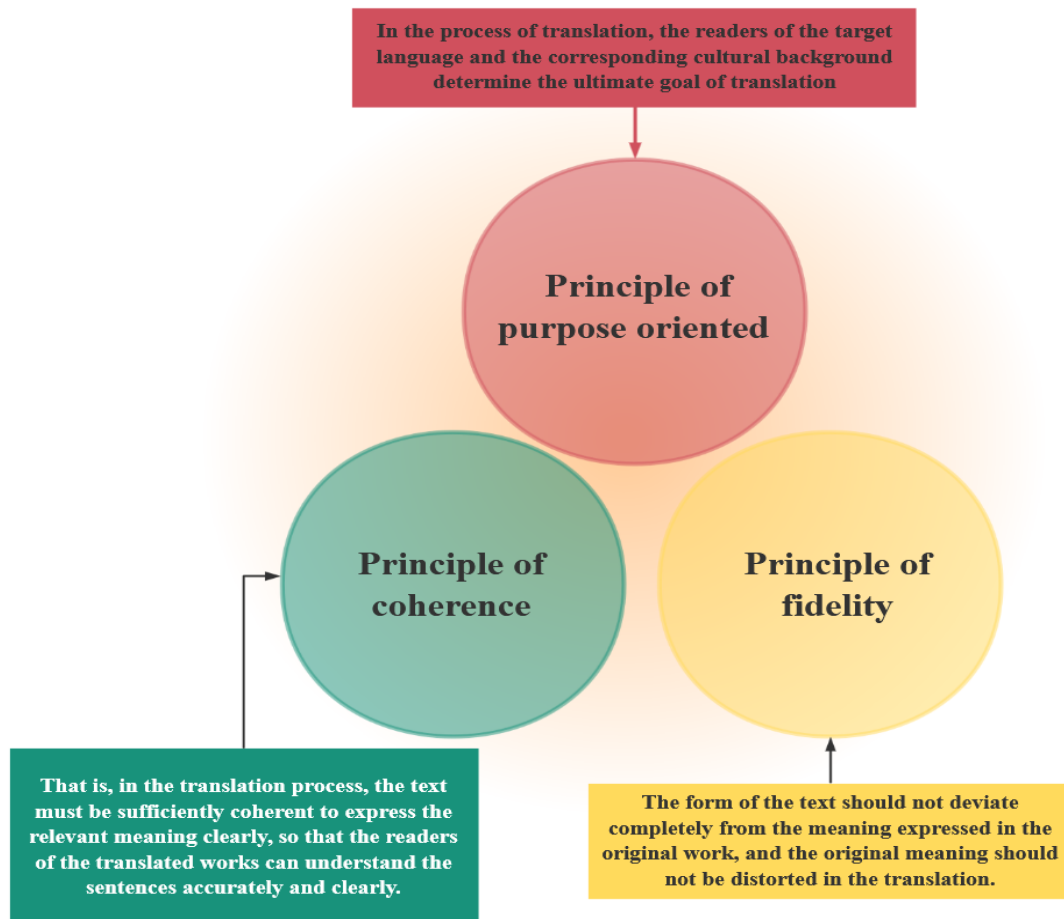


Figure 4: Three principles of goal orientation

2.3 Goal-oriented Translation Requirements and Methods

After a systematic review of translation principles, and under the guidance of the goal-oriented theory, the translation process of Nanjing works in the Republic of China often needs to meet the following four requirements. Based on the four requirements, this study also provides corresponding methodological guidance. In the aspect of translation requirements of goal orientation theory.

First, we should fully interpret the passage. The interpretation of a passage refers to the translator's initial translation of the understanding language of the content involved in the original text according to his own translation goal orientation, which is also the first step required in the translation of general works. The translator should fully understand the meaning of the ideological theme of the works in Nanjing during the

Republic of China.

The second is to understand the function of the text, which requires translators to correctly understand the role of each text in the specific cultural context of the Republic of China under the guidance of translation goal orientation.

The third is to judge cultural distance. The second meaning of translation is essentially the transformation and communication between cultures. Therefore, translators should be able to fully understand the conflicts and differences between different cultures, that is, the cultural psychological distance between different cultures. Only by properly handling the differences in cultural distance can we translate cultural works that are recognized and satisfied by both cultures.

Fourth, focus on the text effect. In addition to evaluating the quality and professionalism of the translated works, it is more important to pay attention to the effect of the

translated works on the target language readers' reading. Due to the differences in the cultural background, cultural habits, experiences and reading goal-oriented expectations of different readers, especially the fact that most readers do not understand the historical and cultural background of Nanjing

during the Republic of China, the text reading effect will also be different, Whether the text can play a positive role for most readers is also what translators need to pay attention to (Cai L, 2022; Shafirova et al., 2020). Therefore, according to the process of translation, the specific requirements can be shown in Figure 5.

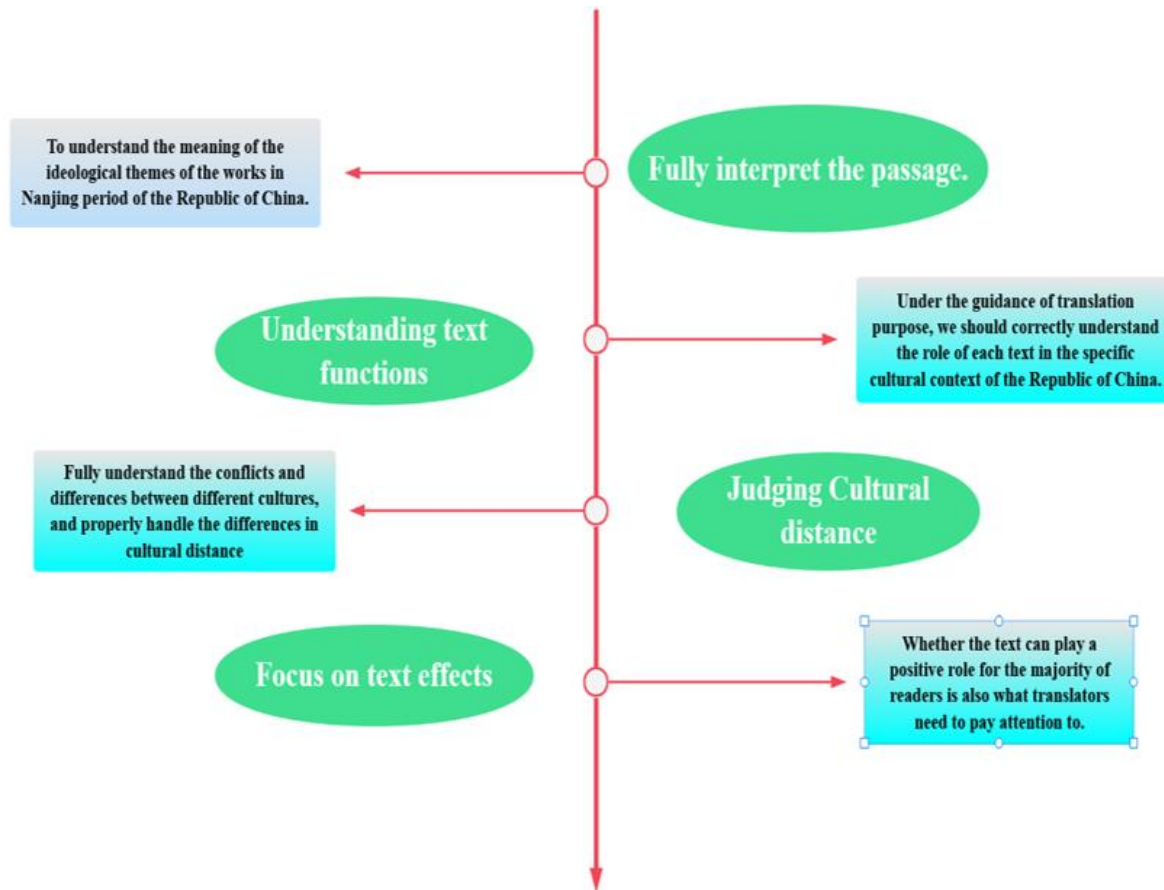


Figure 5: The translation requirements of Nanjing work in the Republic of China under the guidance of goal orientation theory

Under the guidance of goal-oriented translation requirements, for each requirement, there is also a corresponding feasible path. First of all, in the process of interpreting the text segment, the translator should not only fully combine the content expressed in the original text, but also combine the target context. He should improve the acceptability of the translated text segment through his own understanding, rather than simply piling up the original text through language conversion (McKenzie, 2021; Shafirova et al., 2020). Secondly, in the process of understanding the text function, we should also fully take our own translation goal orientation as the basic orientation, so that the translated text function of the text segment can be consistent with the meaning expressed by the author in the corresponding language environment. That is, first determine the function of the original text in the original text, and then determine the text function of the translation based on the principle of faithfulness according to the translation goal-oriented requirements. Thirdly, it is necessary to correctly

identify and handle cultural differences and distance. To deal with the relationship between cultural difference and distance requires the translator to have strong professional ability, because the translator needs to consider how to delimit the cultural difference distance. According to the text translation goal orientation, the cultural difference distance can not only be maintained, so that the translation has a unique flavor system of the original language, but also can be adjusted to a certain extent, so that it is more in line with the culture of the target context (Esmailpour et al., 2020). Finally, it is to use diversified language means to enhance the text effect. In the process of translation, in order to make the translated text better for the readers, more diversified language expressions can also be adopted. It is not necessary to translate completely according to the writing and expression ideas of the original text. Instead, it can be expressed in multiple languages, rhetoric, syntax and sentence patterns in combination with the word revision expression forms of the target language, so as to increase the reading

experience of relevant readers and enhance the text expression effect.

2.4 Goal-oriented Translation Form

Based on the above introduction of the principles, requirements and methods of goal-oriented translation, the current application of goal-oriented translation in Nanjing works with a certain historical background and cultural connotation is mainly divided into two forms. One is the document type translation form, and the other is the tool type translation form. The document type translation is more inclined to academic translation, which is a record of communication activities between the original language family sender and the original language family cultural readers in the context of translation target-oriented language culture. From the perspective of goal orientation, the target audience for translating such works is still the original language family readers. There is no significant difference between the two sides in the distance of cultural differences, and the content of the information conveyed also contains more explanatory words for the content related to the original language family. At this time, the role of document-based translation forms is

more for the transmission and communication of the changing forms of language information. Therefore, the translation methods adopted at this time are mostly literal translation, academic translation, partial foreignization or partial free translation (Ahmed, 2019).

The goal orientation of instrumental translation requires that the translated text play the same communicative function in the goal-oriented context as in the original context. It also means that the original works will be more localized into the existing translation context. Its goal orientation is to ensure that the translated text can give full play to good communication and interaction functions, provide good tools for normal communication, and even be better disseminated in the new context system. Therefore, the translation methods adopted at this time include equal function translation, different function translation and quasi function translation (Corbett & Li, 2021). Table 1 shows the comparison of the application of two translation methods in Nanjing works of the Republic of China.

Table 1

Comparison of two target-oriented translation forms

	Purpose	Context Situation	Methods	Object
Document Based Translation	Research or record	The same contextual system or similar contextual system	Literal translation, academic translation, partial foreignization or partial free translation	The researcher
Instrumental Translation	To spread or communicate	Different contexts	Such function translation, different function translation, class function translation	The general reader

3. Result Analysis and Discussion

3.1 Cultural Classification of Works in Nanjing During the Republic of China

There were many Nanjing works in the Republic of China period, which also showed different characteristics and connotations of the time. If classified from the perspective of culturology, they can be divided into three types. The first is the literary works that focus on describing the psychological changes of the people at that time, dominated by the

transformation of narrative characters. The second is the narrative literary works recording the local customs and customs of Nanjing at that time, mainly recording various behaviors, folk customs, traditions and arts at that time. The third is the biographical works in a grander background, which are more historical records and interpretations in a grander story background and from the perspective of onlookers. Different works in Nanjing period of the republic of China have different literary characteristics and different cultural loads. The specific classification is shown in Table 2.

Table 2

Cultural Classification of Works in Nanjing during the Republic of China

Type	Characteristics	Representative Works
The Narrative Type	Picture the psychological changes of people at that time	Jinghua clouds、 Biography of Hulan River
Culture Introduction Type	Record the local customs of Nanjing	Vogue of the Republic of China
Chronicle Type	The historical record and interpretation of the grand story	The annals of the history of the people end

background.

3.2 Specific Translation Strategies of Nanjing Work in the Republic of China

Under the guidance of the goal-oriented theory, this study systematically combs three types of translation

strategies for Nanjing works of the Republic of China, namely, "literal translation academic", "function localization", and "feature folk custom". The three strategies complement each other, and these strategies are shown in the [Figure 6](#).

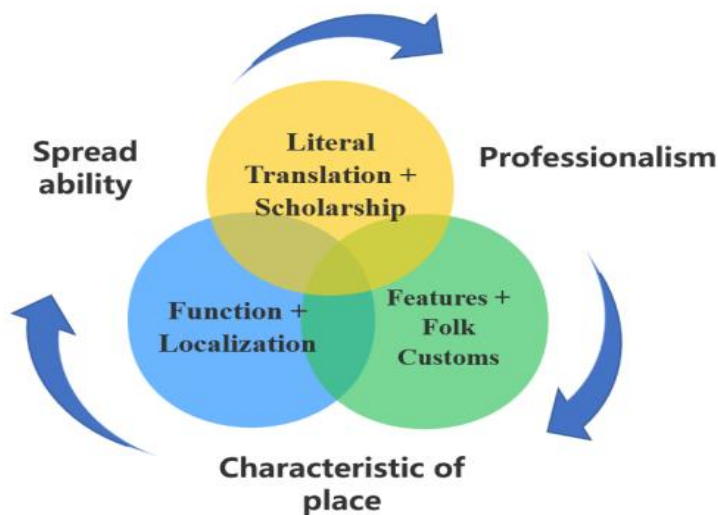


Figure 6: Three translation strategies under the guidance of goal orientation theory

3.2.1 Translation Strategy of "Literal Translation Academic"

For some works in Nanjing during the Republic of China, they are not only important contents to record history and culture, but also materials for China's publicity to the outside world. Therefore, we should not only emphasize the information transmission function of the translated text, but also have certain communication and communication functions. We need to be able to effectively change or improve the attitude of the corresponding readers by virtue of the meaning of the translated text. The premise of this effect is that the readers of the translated text segment can understand the translated content, so that the communication between the readers and the translated content should be very normal and quality. In terms of the "literal translation academic" translation strategy, the first thing to consider in translation is the usage norms and customs of relevant languages in the goal-oriented context. From the goal-oriented perspective, most of the Nanjing works of the Republic of China are aimed at ordinary readers. They fully introduce and display the cultural content of the Republic of China to the English speaking countries, so that the world can have a deeper understanding of Chinese history, To avoid some countries' deliberate distortion and expansion of the negative impact on our country, therefore, in the process of translation, we should first pay attention to the original text of the content, the original literal translation, so that the target oriented context readers can accurately understand. However, in the process of literal translation, there are often many shortcomings, such as too stiff translation ability,

insufficient text coherence, wrong use of text types, misuse of colloquial expressions, language fragmentation, etc. Therefore, in order to avoid the above errors, it is often necessary to be academic in the process of literal translation, or add more detailed annotations to make up for the information distortion or misunderstanding in the process of translation, so that the readers of the translated text can better understand the cultural characteristics of Nanjing in the Republic of China.

3.2.2 Translation Strategy of "Function Localization"

The Republic of China is an important period when the Chinese language expression form was transformed from classical Chinese to vernacular Chinese. Many literary expressions in many works still use many idioms and other passages with Chinese language characteristics. For the translation of such passages, the translation strategy of "function localization" should be followed.

On the one hand, we should pay attention to the understanding function of the translated text for the readers, so that the readers can understand the characteristics of Chinese traditional Chinese culture through translation, so that the readers can understand its meaning in a form more consistent with their own language habits in the target-oriented context. On the other hand, we should also pay attention to preserving the characteristics of Chinese culture, which is more conducive to the realization of Chinese cultural recommendation in the process of translation. For example, it often appears in translation that a dog bites Lv Dongbin - he doesn't know the good people. This

Chinese expression, in which the dog bites Lv Dongbin, is a Chinese metaphor. "Don't know the good people" is the goal orientation that needs to be explained. Only by understanding the relevant cultural allusions in the translation process can we get the following results. Therefore, in the process of translation, we should not only realize functional translation, but also pay attention to the localization of the Chinese context. We can explain who Lv Dongbin is and what kind of person he is in China by quoting notes or clauses. It can not only retain the image of Lv Dongbin in the Chinese cultural tradition, but also explain the meaning expressed in a form that is easier for readers of other language families to understand.

3.2.3 Translation Strategy of "Characteristics Folklore"

In the world language family, although China has a large population, the scope of application of Chinese is not very wide, and the culture related to Chinese folk customs is more remote and alienated in the English context system. To achieve the effective dissemination of cultural works such as Nanjing in the Republic of China, so that the translated works can be recognized and disseminated by readers of other language families, it is also necessary to retain some Chinese cultural characteristics and highlight the cultural local information with Chinese characteristics in Nanjing's works in the Republic of China. At the same time, as China's international status on the world stage continues to improve, more and more foreign readers are also increasingly interested in Chinese culture. Therefore, translation work also needs to keep pace with the times, change the domestication type of translation commonly used in the past, and try to domesticate translation to serve readers in other contexts.

We can try more foreignization translation, add more Chinese cultural characteristics and folk customs to the translation, increase the amount of Chinese cultural characteristics of the translated text, and promote their interest in and understanding of Chinese culture. Take the border town, a famous literary work in the Republic of China, for example. One of the famous place names "Ancient City of Phoenix" involves the concept of "dragon and phoenix", a unique folk culture in China, which is a very common application in the Chinese context. For example, the "Chinese dragon" usually represents the incomparable holiness and supremacy, the supreme authority and luck. "Phoenix" represents the highest honor of women, and also represents good morality and dignity. There are many related things, place names and idioms. In the process of translation, such folk cultural features should be retained so that the target-oriented context readers can have corresponding cultural associations by reading these words.

If "Jiulong Mountain" is translated into "Nine Dragon

Mountain", readers can think of the mountain as powerful as a dragon, and the trend and terrain of the mountain can be basically manifested in their minds. It not only retains the taste of relevant Chinese culture, but also allows readers to have a certain space of imagination, which helps stimulate their interest in further understanding of relevant Chinese culture. At the same time, figures can also be added to the translated version, so that readers in other contexts can more clearly distinguish the characteristics of Chinese dragons and Chinese phoenixes, and strengthen the strength of Chinese culture to penetrate the hearts of the people.

3.3 Recommended path for the dissemination of translated works in Nanjing during the Republic of China

The translation of Nanjing works in the Republic of China can not only stop and complete the effective translation of the text, but also realize the cultural effect is the ultimate goal orientation of the translation work. Therefore, in combination with the new trends in the development of various information technologies, such as new media, this study provides a corresponding path analysis for the wider dissemination and recommendation of such translated works, which will guide the better performance of translated works.

3.3.1 Give Play to the Role of Various New Media and Broaden the Communication Path

At present, the rapid development of various intelligent software and the emergence of various online video and short video platforms also provide more convenient conditions for the dissemination of various translated works. For example, on the video platform, we can change the communication form of traditional works translation through storytelling, video introduction and other forms, and introduce the history and cultural connotation of Nanjing in the Ming Dynasty to readers of other language families in a more concise way by combining language, pictures and words. At the same time, in the introduction process, we can help to make short videos of 1-3 minutes in the form of pictures and music, which can be spread on YouTube, TikTok and other platforms to gain more attention faster, and also make Chinese translations have more space and ways to spread.

3.3.2 Making Diversified Information Modules and Multi-Level Classified Promotion

Provide diversified information capacity to meet different needs. Fragmented information conforms to the characteristics of network communication. In the new era, people's access to information is diversified, multi-modal and fragmented. Existing static acquisition methods: books, newspapers, magazines, tabloids and internal journals; There are also dynamic modes: mobile app, microblog, official website, QQ, applet, official account and various short videos. Multi stage and multi module fragmented translation

information recommendation can be adopted according to the situation of target oriented objects, such as 1 minute video media based historical background introduction of Nanjing in the Republic of China; 3 minute video media for more detailed content interpretation, such as specific origin, historical background, important events, important scenes, historical figures, etc; More than 10 minutes of excellent interpretation, focusing on a specific work, can be attached with professional translation citations, facing the reader groups interested in this historical and cultural content of China, and fully achieve target oriented audience segmentation. See Table 3 for details.

3.3 Actively Use International Organizations to Play the Role of Recommendation Window

At present, the role of international organizations in

international cultural exchanges is also very obvious, and it is also an important window for China to demonstrate its cultural soft power. International organizations can fully display the works of Nanjing period of the Republic of China and other historical periods of China through holding relevant cultural exchange activities or historical exhibitions. It can also systemically sort out the works at that time, uniformly translate and publish them, and systematically promote them to the outside world, which can attract the attention of other international people. You can also set up a special translation column on the relevant portal websites of international organizations, regularly push relevant English content, and form a diversified recommendation and communication portal window.

Table 3

Multilevel translation information recommendation model

Level	Main Contents	Object
Level of Fragmentation	Introduction of brief content related to the Republic of Nanjing	General new media users
Level of Recommendation	Brief introduction of Nanjing works in the Republic of China	Group of interest
Level of Elaboration	Intensive reading of Nanjing works in the Republic of China	Loyal group

4. Conclusions

The Chinese language is the root and soul of Chinese culture and history. The profound significance of the ups and downs of the history in Nanjing during the Republic of China is also of great significance for contemporary reference. The translation and promotion of such works is conducive to expanding China's cultural status and cultural soft power on the world stage. Especially in the current Internet information age, it is of great significance to spread

Chinese culture reasonably and correctly and export the mainstream historical and cultural values of China. This also puts forward higher requirements for relevant translators.

It is hoped that the translation strategy of Nanjing works of the Republic of China given in this paper under the guidance of goal orientation theory can provide guidance for translators to translate works of this period, bring about more systematic planning schemes, and provide an effective way for Chinese translation works to better go global

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