Translating for Specific Purposes: A Review of Web Portal Translations of Chinese Mainland Universities

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Abstract

The twentieth century witnessed a tremendous wave of globalization, sweeping over the world and connecting all nations in a closer way. And in the most recent twenty years, China participated in globalization to a much larger extent. Especially in the field of education, a great number of Chinese universities have joined the competition in offering higher education for enhancing their opportunities of international academic exchange. Thus, the translation of universities' web portals is of vital importance.

This dissertation aims to explore the present performance of translating the Mainland universities' web portals within the framework of Functionalism of translation. In the first place, the basic principles of *Skopostheorie* are outlined, and several important related works in this topic are discussed. Followed by detailed case study of examples extracted from seven top-ranking Mainland universities' webpages and by drawing on Nord's functional model, an attempt is then made to explore some translating problems prevalent in Mainland universities' web portals. From this process of translation errors analysis, the major problems in realization of text functions are investigated and some referential suggestions are provided for improvement in future's translating activity.

Key Word: Functionalism, *Skopostheorie*, university's web portal, translation error, purpose, text function

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