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**Impact of the Translator's Attitudes
in Translating Magazine Articles:**

-- A Case Study of Translations in *Reader's Digest* 2012

A thesis submitted in partial fulfilment of the requirements
for the degree of Master of Arts in Translation Studies
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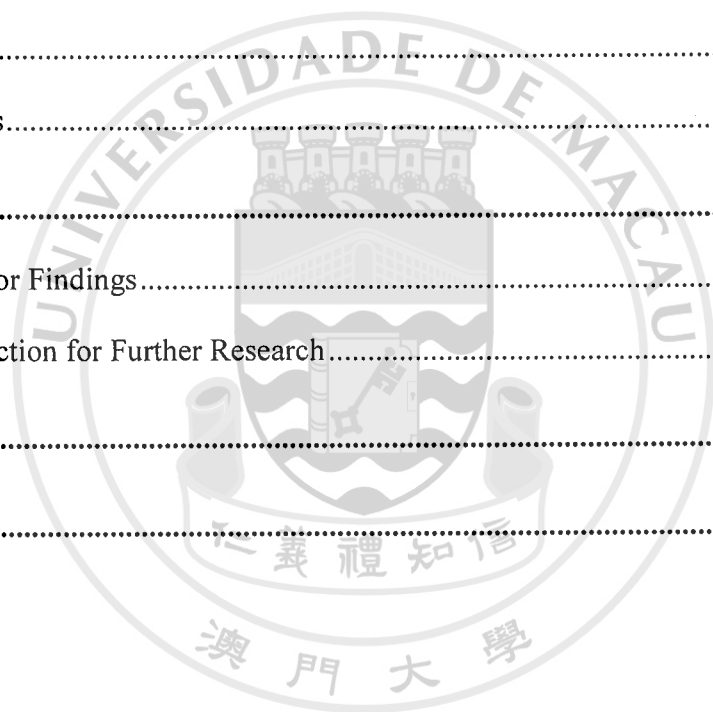
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ABSTRACT

Appraisal Theory is developed upon the interpersonal function of Systemic Functional Linguistics, including three subsystems-attitude, graduation and engagement. It is applied to evaluate how the speaker/writer uses language to express his/her ideas or attitudes, as well as to change the interpersonal relationship between him and the listener/reader. The theory has been widely used in various fields, such as news reports, editorials, and advertisements since its establishment. However, the appraisal research on bilingual edition of magazines was relatively scarce.

Today, for the popular foreign magazines, there is an increasing demand for their Chinese edition or bilingual version due to the rising status of China. However, the deviated or “unfaithful” interpretations are quite common in the translation of magazine articles, since the translator would consciously or subconsciously input his/her own evaluations and attitudes. This thesis aims to explore the possible reasons of the deviated translations from the perspective of Appraisal Theory. Centred on the Attitude System of the Appraisal Framework, it attempts to analyse the translator’s attitudinal positioning based on Affect, Judgement and Appreciation.

Via close reading and bilingual comparison, 15 examples from Reader’s Digest of 2012 are picked up as the studied samples for detailed illustration under three kinds of analysis in view of their deviations based on different aspects -textual aspect, register aspect and culture aspect. Both qualitative and quantitative approaches are used to help gain insights into the attitudinal resources of the studied texts and find the differences of the source text (ST) and target text (TT).

The analysis results show that the translators make a full use of the evaluative resources to express their attitudes or stances during the process, and that different text types of magazine articles have different combinations of appraisal values: the resources of Affect and Judgment have a stronger impact on the translation deviation than Appreciation,

while the deviation of TT is most related to textual and register factors. The possible reasons of the deviations have been further discussed from a local view to a global perspective corresponding to the analysis part, mainly including textual mechanism, register factors and culture differences.

In a word, through appraisal perspective, the comparative analysis of translation of Magazine articles not only expands the research field of appraisal theory, but also help magazine readers appreciate and understand articles, enriching the practical function of appraisal theory.

Key words: Appraisal Theory, Attitudinal positioning, Magazine Translation, *Reader's Digest*

