

Translating Textbook Illustrations of *Understanding Business*: A Boundary Awareness Theoretical Perspective

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Abstract: The study explores the translation strategies of illustrations in English business textbooks, with *Understanding Business* and its two Chinese versions (the tenth and twelfth editions) as examples. Using quantitative and qualitative methods, the study finds that three strategies are commonly used to translate illustrations in *Understanding Business* from English to Chinese: 1. It is necessary to remove the grammatical markers from the attributive structure or relative clauses as much as possible to weaken boundaries, thus making the Chinese more fluent. 2. It is necessary to remove function words. 3. It is necessary to expansion strategy to achieve fluent Chinese. Based on the three findings above, the paper points out how to add or delete in translating illustrations in *Understanding Business*. To achieve fluent Chinese, it is necessary for translators to remove grammatical markers and function words when translating English to Chinese, meanwhile, it is better to convert result-oriented expressions into process-oriented expressions when translating illustrations from English into Chinese.

Keywords: *Understanding Business*; boundary awareness theory; textbook illustrations; translation strategies

Introduction

Illustrations in a textbook context mainly refer to visual representations such as diagrams, charts, graphs, maps, photographs, or drawings included to enhance understanding of the text (Hornby, 2010: 1070). These illustrations are designed to complement the written content by providing visual examples, explanations, or depictions of concepts, processes, or information discussed in the textbook. They are crucial in aiding students' comprehension, making complex ideas more accessible, and reinforcing learning through visual cues. (Zhang, 2015; Tang, 1994). It is very important to translate illustrations well.

The study takes *Understanding Business* and its two Chinese versions (the tenth and twelfth editions) as a case study. *Understanding Business* is a classic business textbook with profound influence both domestically and internationally, covering topics such as the business environment, job hunting and entrepreneurship, business management, human resources, marketing, finance, and financing. The textbook is widely used in American universities, and it has received a rating of 3.5 out of 5 on Goodreads¹ and Library Thing². It is also well-known in China, where it has been introduced since 1985, with 12 Chinese versions published and over 24,000 copies sold on Dangdang.com³, achieving a high rating of 8.3 on Douban⁴.

¹https://www.goodreads.com/book/show/834423.Understanding_Business?from_search=true&from_srp=true&qid=GpIElrSNfg&rank=1

²<https://www.librarything.com/work/214931>

³ <https://search.dangdang.com/?key=%C8%CF%CA%B6%C9%CC%D2%B5&act=input>

⁴ <https://www.douban.com/search?q=%E8%AE%A4%E8%AF%86%E5%95%86%E4%B8%9A>

Boundary Awareness Theory

The boundary awareness theory, starting from the argument that “Chinese emphasizes process, while English emphasizes result”, points out that the “process” has the characteristic of weak boundaries and is more retrospective in cognition compared to the “result” (Wang & He, 2014; Bao, 2021). The boundary awareness theory points out that Chinese and Chinese users have weaker boundary awareness than English, while English and English users have more forward-looking awareness, which directly affects translators’ use of translation strategies and methods (Wang, 2019,2020,2023; Bao, 2021,2022). Weak Boundary Awareness VS Strong Boundary Awareness. All the examples are taken from *Analysis: of Translation Practices from the Perspective of Chinese-English*. (Wang, 2023)

1. Weak Boundary Awareness VS Strong Boundary Awareness

The boundary awareness theory proposes that the differences between English and Chinese are mainly reflected in four aspects: collective consciousness VS individual consciousness, three-dimensional aesthetics (three-dimensional focus) VS two-dimensional aesthetics (two-dimensional focus), subject consciousness VS object consciousness, and expanded consciousness VS compressed consciousness. (Wang, 2023)

1.1 Chinese collective consciousness VS English individual consciousness

Example1: ST 临河的土场上，太阳渐渐的收了他通黄的光线了。(鲁迅《风波》)

TT(a) The sun’s bright yellow rays had gradually faded on the mud flat by the river. (Yang Xianyi & Gladys Yang’s version)

TT (b) Over the mudflats down by the river, the sun was slowly gathering in its golden rays. (Julia Lovell’s version)

Analysis: According to Boundary Awareness Theory, Chinese, due to its strong collective consciousness, tends to have more vague expressions, while English, due to its individual consciousness, tends to have clearer expressions. Example [1], Julia Lovell’s translation separates the whole (which indicates collective consciousness) from the parts (which means individual consciousness), specifically, “太阳” are separated into “sun” and “its golden rays”. Couple Yang’s translation shows a stronger sense of collective consciousness, where “太阳” and “太阳光” are kept together as a whole “sun”. (Wang, 2023: 9-10)

1.2 Chinese two-dimensional aesthetics vs English three-dimensional aesthetics

Example 2: ST “But it is very likely that he may fall in love with one of them, and therefore you must visit him as soon as he comes.” (Jane Austine: *Pride and Prejudice*)

TT (a) “不过，他倒作兴看中我们的某一个女儿呢。他一搬来，你就得去拜访拜访他。”(王科一译)

TT (b) “他兴许会看中她们中的哪一个，因此，他一来你就得去拜访他。”(孙致礼译)

Analysis: English is a tree-structured language with rich grammatical markers that have clear boundaries (Wu Biyu, 2023; Pan Wenguo, 1997). In contrast, Chinese lacks formal markers as it is more like a bamboo-structured language (Lian Shuneng, 2010). English is a tree-structured language. So English is three-dimensional aesthetics while Chinese is two-dimensional aesthetics (Wang, 2023;Liu, 2006).

The conversation is a dialogue between Mrs. Bennet and Mr. Bennet. In the dialogue, conjunctions like “but” and “and therefore” are used to connect the entire sentence, making the logical relationship clear. When translating into Chinese, attention should be paid to those function words with clear boundaries.

Wang’s translation directly translates “but” into “不过”，implicitly conveying the logical relationship expressed by “and therefore”; In Sun’s translation, “but” is omitted, but to some extent translates “and therefore” into “因此”。

Although neither translator fully renders the logical relationship expressed by the original conjunctions, the relationships in the Chinese sentences are still clear. If every translatable aspect were explicitly rendered, it would enhance the sense of boundaries in the translation, thus affecting the two-dimensional aesthetic of Chinese. Therefore, in English-to-Chinese translation, whether to translate conjunctions should be carefully considered. (Wang, 2023: 48)

1.3 Chinese subject consciousness VS English object consciousness

Example 3: ST In the warmth of her responsiveness to their admiration she invited her visitors to stay to tea. (Thomas Hardy: *Tess of the D'Urbervilles*)

TT (a) 她见了她们对苔丝那样羡慕，欣喜之余，一阵热情，就把她们都留下了吃茶点。（张谷若译）

TT (b) 见了这几个姑娘对苔丝羡慕不已，她就一阵兴奋，热情地留她们喝茶。（吴笛译）

Analysis: Boundary Awareness Theory points out that Chinese people exhibit a consciousness of subject-object division in their thinking, while English speakers show a binary subject-object consciousness. (Wang, 2019,2020,2023)

In the source text, the underlined portion functions as a prepositional phrase acting as an adverbial modifier, meaning “in the warmth of her responsiveness to their admiration.” This is a rather objective description, but translating it directly might sound somewhat awkward in Chinese. Both translators, however, independently used the term “见了” in their translations, which imbues the translation with a strong sense of subject consciousness. Yet, it also enhances the fluency of the translation, aligning well with Chinese expression habits. (Wang, 2023: 80)

1.4 Chinese expansive consciousness VS English compressive consciousness

Example 4:ST ...and that the dark flat wilderness beyond the churchyard, intersected with dykes and mounds and gates, with scattered cattle feeding on it, was the marshes; (Charles John Huffam Dickens: *Great Expectations*)

TT

(a)...墓地对面那一大片黑压压的荒地就是沼地，沼地上堤坝纵横，横一个土墩，竖一道水闸，还有疏疏落落的牛群在吃草；（王科一译）

TT

(b)...墓地前面那一大片黑茫茫的荒地就是沼泽地，沼地上堤坝纵横，有不少土堆和水闸，还有疏疏落落的牛群在吃草；（主万、叶尊译）

Analysis: Boundary Awareness Theory states that Chinese emphasizes expansive awareness while English emphasizes compressive awareness. During translation from Chinese to English, a compression strategy should be adopted to strengthen boundaries; whereas during translation from English to Chinese, an expansion strategy should be utilized to weaken boundaries. Ways to weaken boundaries include omitting functional words (grammar markers) in English, using fewer nouns, employing process-oriental descriptions over result-oriental descriptions, and so on. (Wang, 2023: 107-108)

In example 4, “mounds and gates” are both in plural form, Zhu Wan and Ye Zun’s translation uses “有不少” to indicate the plural form “-s” while Wang Keyi translated “mounds and gates” into “横一个土墩” and “竖一道水闸” which is **expansive consciousness**, conveying the abundance of features in the landscape.

2. Retrospective Awareness VS Prospective Awareness

The second difference between English and Chinese is also reflected in the retrospective awareness and prospective awareness. Specifically, Chinese tends towards potential awareness, while English leans towards factual awareness; Chinese emphasizes process awareness, while English emphasizes result awareness; Chinese favors inductive awareness, while English favors deductive awareness; Chinese tends towards comparative awareness, while English tends towards contrastive awareness; Chinese expresses event awareness, while English expresses object awareness; Chinese expression emphasizes repetition awareness, while English expression emphasizes variation awareness. (Wang, 2019,2020,2023; He, 2014)

2.1 Chinese potential awareness VS English factual awareness

Chinese often use words like “possible” “may” and “can” which have a certain degree of flexibility and do not make precise judgments about things and objects. In contrast, English tends to speak more factually. In simple terms, Chinese often leaves room for interpretation in speech, while English generally speaks definitively. (Wang, 2023)

Example 5: ST Withdrawing his other hand from Mr. Bumble’s, he covered his face with both and wept until the tear sprung out from between his chin and bony Fingers. (Charles Dickens: *Oliver Twist*)

TT (a)
他直接把自己的另一只手在班布尔的掌心里抽出来，掩面痛哭的他可以看到泪滴在瘦骨嶙峋的指尖涌出。
(荣如德译)

TT (b)
他索性把自己的手在班布尔的袖口缩回来，双手掩面痛哭，可以看到眼泪从他纤细的指尖涌出。
(何文安译)

Analysis: Both translations use “可以看到” to add subjectivity, but it seems unnecessary. Source language and target language show the differences between Chinese potential awareness and English factual awareness. (Wang, 2023: 130-131)

2.2 Chinese process awareness VS English result awareness

Chinese focuses on processes, while English emphasizes results. This requires occasional retrospective process descriptions in English-Chinese translation for smooth expression. (Wang, 2023)

Example 6: ST When she was discontented, she fancied herself nervous. The business of her life was to get her daughters married; its solace was visiting and news. (Jane Austin: *Pride and Prejudice*)

TT (a)
只要碰到不称心的事，她就以为神经衰弱。她生平的大事就是嫁女儿；她生平的安慰就是访友拜客和打听新闻。
(王科一译)

TT (b)
一碰到不称心的时候，就自以为神经架不住。她平生的大事，是把女儿们嫁出去；她平生的慰藉，是访亲拜友和打听消息。
(孙致礼译)

TT (c)
只要遇事不顺心遂意，就臆想着自己神经衰弱症发作，她生平的大事就是将女儿一一嫁出去，而东走西访，四处打探就成了她精神上的慰藉。
(罗良功译)

Analysis: Regarding “visiting” and “news,” Wang’s translation turns them into a process event, as does Sun’s translation. This effectively illustrates the Chinese’s emphasis on processes. (Wang, 2023:154)

2.3 Chinese inductive awareness VS English deductive awareness

Due to the lack of stable tense markers in Chinese, its event expression relies heavily on time and logical sequence, resulting in inductive expressions. In contrast, English often presents the main theme first, states the core viewpoint, and then elaborates, forming deductive expressions. (Wang, 2023)

Example 7: ST Hareton was impressed with a wholesome terror of encountering either his wild beast’s fondness or his madman’s rage. (Emily Jane Bronte: *Wuthering Heights*)

TT (a) 哈里顿对于碰上他那野兽般的喜爱或疯人般的狂怒，都有一种恐怖之感。
(杨苡译)

TT

(b)

哈里顿一听说爸爸来了，就吓得没命，这不怪他胆小，因为他爸爸不是像一头野兽般狠命地疼他，就是像一个疯子般狠命折腾他。（方平译）

Analysis: Both translations use different sentence structures but have inductive elements. Sun's translation, in particular, starts with an inductive statement “哈里顿一听说爸爸来了，就吓得没命”，followed by a deductive expression about the father's behavior. However, this deductive part could also be translated in an inductive style for smoother reading. (Wang, 2023:167)

2.4 Chinese comparative awareness VS English contrastive awareness

Chinese has many incomparable forms that may be translated into English as comparative or even superlative forms. Conversely, English comparative or superlative forms, in English-Chinese translation, need to be translated into non-comparative or superlative forms in Chinese. (Wang, 2023)

Example 8: ST When she was pink, she was feeling less than pale; her more perfect beauty accorded with her less elevated mood; her more intense mood with her less perfect beauty. (Thomas Hardy: *Tess 102 of the D'Urbervilles*)

TT

(a)

她脸上娇妍的时候，她就不像她脸上灰白的时候那样多愁善感；她更完美的美丽，和她较为轻松的心情，相互协调；她更紧张的心情，和她比较稍差的美丽互相融合。（张谷若译）

TT

(b)

鲜艳，往往是出于无忧；而苍白却总是由于多愁。胸中没了思虑，她便美丽无瑕，一旦忧愁涌起，便又容色憔悴。（孙法理译）

Analysis: Translation B avoids comparative expressions, which makes it more fluent. Using contrastive expressions in this context would not be as smooth or necessary. (Wang, 2023: 174)

2.5 Chinese translation focuses on narrating events, while English translation focuses on describing objects.

Chinese expresses event awareness, while English expresses object awareness. Event-oriented expressions describe the state of events and existence, while object-oriented expressions often involve abstraction and definition of events. Therefore, object-oriented expressions require more prospective awareness. Event-oriented expressions are less restrictive, often involving actions, which require expressions of actors, recipients, and other factors. Object-oriented expressions are more restrictive and generally expressed in noun structures. Chinese often expresses events, while English often expresses objects. This corresponds to the weak boundaries in Chinese and strong boundaries in English. (Wang, 2023)

Example 9: ST Lydia was exceedingly fond of him. He was her dear Wickham on every occasion; (Jane Austen: *Pride and Prejudice*)

TT (a) 莉迪亚太喜欢他了，她每说一句话就要叫一声亲爱的韦翰。（王科一译）

TT (b) 莉迪亚太喜欢他了。她无时无刻不把亲爱的威克姆挂在嘴上。（孙致礼译）

TT (c) 莉迪亚特别喜欢他。他随时随地都是她的心肝宝贝魏肯。（张玲、张扬译）

Analysis: Translations TT (a) and TT (b) describe events, while translation [C] describes the person (“心肝宝贝魏肯”). The latter is less smooth. (Wang 2023:180)

2.6 Chinese expression emphasizes repetition awareness, while English expression emphasizes variation awareness

English dislikes formal repetition or repetition of meaning and often uses synonyms or pronouns instead. The use of pronouns is also more frequent in English than in Chinese. Therefore, Chinese-English translation needs to

avoid formal repetition, while English-Chinese translation needs to consider whether to use zero-form repetition or repetition of similar language structures. (Wang, 2023)

Example10: ST Everything about him was old except his eyes and they were the same color as the sea and were cheerful and undefeated. (Ernest Miller Hemingway: *The Old Man and the Sea*)

TT (a) 除了眼睛，他身上处处都显得苍老，可是他的眼睛跟海水一样颜色，活泼而坚定。（余光中）
TT (b)

除了一双眼睛，他浑身上下都很苍老。那双眼睛乐观而且永不言败，色彩跟大海一样。（黄源深）
TT (c)

他的全身都像手上的疤痕一样古老，但只有那双海水般蔚蓝的眼睛例外，因为它们永远闪烁着欢快和永不言败的光芒。（陈加维）

TT (d)
他身上的一切都显得古老，除了那双眼睛，它们像海水一般蓝，显得喜洋洋而不服输。（吴劳）

Analysis: Translations TT (a) and TT (b) are more in line with Chinese habits because they avoid formal repetition. Translation [C], which uses “它们”，is relatively less smooth and impacts fluency. (Wang, 2023: 191)

Overall, from the perspective of Boundary Awareness Theory, the differences between English and Chinese are mainly due to boundary differences, which lead to different expression methods in English and Chinese. When translating, translators need to pay attention to boundary issues, consider the conversion of boundary markers, and use different expression methods.

Textbook of *Understanding Business*

Understanding Business is co-authored by William Nickels, James McHugh, and Susan McHugh. The authors collected feedback from numerous scholars, teachers, and students through various channels to ground the book’s structural and organizational integrity in practical teaching practices. It is regarded as a truly dynamic teaching manual. The book includes various columns that are close to reality, incorporating numerous real cases from famous companies and entrepreneurs, especially introducing Chinese experiences and stories from a “Chinese perspective.” Since its publication, this textbook has been listed as a required reading for business management courses in hundreds of colleges and universities worldwide. It has received a rating of 3.5 out of 5 on Goodreads⁵ and LibraryThing⁶.

In 1985, *Understanding Business* was introduced to China. As of 2023, 13 translation editions have been published, with over 24,000 copies sold on Dangdang.com⁷, and it has received a high rating of 8.3 on Douban⁸. This study selected two Chinese translations (the 10th and 12th editions) as samples. The 10th edition of *Understanding Business* published by World Publishing Corporation, was translated by Chen Zhikai, Huang Qirui, and Huang Yanfeng. The 12th edition, published by the Machinery Industry Press, was translated by He Jun and Xu Junnong. The selection of these two Chinese translations is mainly to investigate the differences in how different translators handle the same text and what these differences imply.

The English Edition of *Understanding Business* contains a total of 389 illustrations, while the Chinese version of the 10th edition has 342 illustrations, and the 12th edition has 179 illustrations. Many illustrations in the 12th Chinese edition were deleted, most of which were portraits or images added for aesthetic purposes, while the ones retained are mainly informative charts to assist in understanding the text. See Table 1.

⁵https://www.goodreads.com/book/show/834423.Understanding_Business?from_search=true&from_srp=true&qid=GpIElrSNfg&rank=1

⁶<https://www.librarything.com/work/214931>

⁷<https://search.dangdang.com/?key=%C8%CF%CA%B6%C9%CC%D2%B5&act=input>

⁸<https://www.douban.com/search?q=%E8%AE%A4%E8%AF%86%E5%95%86%E4%B8%9A>

Table 1: Illustration Numbers of *Understanding Business*

Editions		Quantity	Author/Translator	Publishers	Publication Year
English Edition		389	William Nickels James McHugh Susan McHugh	McGraw-Hill Education	1985
Chinese Edition	The 10th	342	Chen Zhikai Huang Qirui Huang Yanfeng	World Publishing Corporation	2016
	The 12th	179	He Jun Xu Junnong	Machinery Industry Press	2020

Strategies in E-C Translation of Illustrations in *Understanding Business*

The boundary awareness theory suggests that translators should pay attention to weakening boundary awareness and enhancing retrospective awareness when translating from English to Chinese (Wang, 2023). There are many ways to weaken boundaries, such as removing grammar markers, deleting function words or changing nouns into verbs, or using an expansion strategy, etc. In the following text, we will analyze the translation skills of illustrations in *Understanding Business* based on the boundary awareness theory.

1. Removing Grammatical Markers

Grammar markers refer to the elements or features in language used to represent sentence structure, component relationships, or grammatical functions. They are typically part of the parts of speech or vocabulary, used to indicate grammatical relationships within sentences, such as subject, predicate, object, etc. (Wu Biyu, 2023; Randolph Quirk, 1998)

Attributive structures in English are constructions that express the relationship between a headword and its modifier. This structure is often presented through grammatical markers such as the preposition “of” or relative pronouns or relative adverbs in relative clauses, showing the relationship between the headword and the modifier.

Example 1 ST: Uninterrupted flow of capital gives countries access to foreign investments, which helps keep interest rates low. (see Figure 1)

FIGURE 3.2 THE PROS AND CONS OF FREE TRADE



Figure 1

T'T [The 10th edition] 不断流通的资本提供海外投资渠道，让利率保持在低点。

T'T [The 12th edition] 资本的不断流动，便于各国获得外国投资，从而保持低利率。

Analysis: According to boundary awareness theory, the function word “of” is a strong boundary that shows the logical relationship between “uninterrupted flow” and “capital”, so translating the attributive structure, is a good way to remove the “of” to get fluent Chinese. But Chinese sentences both in the 10th and 12th keep the “的”, making the translations less fluent. If “不断流通的资本” or “资本的不断流动” are changed into a subject-predicate structure like “资本不断流动”, the translation would be smoother.

Example 2: ST Productivity grows when countries produce goods and services in which they have a comparative advantage. (see Figure 2)

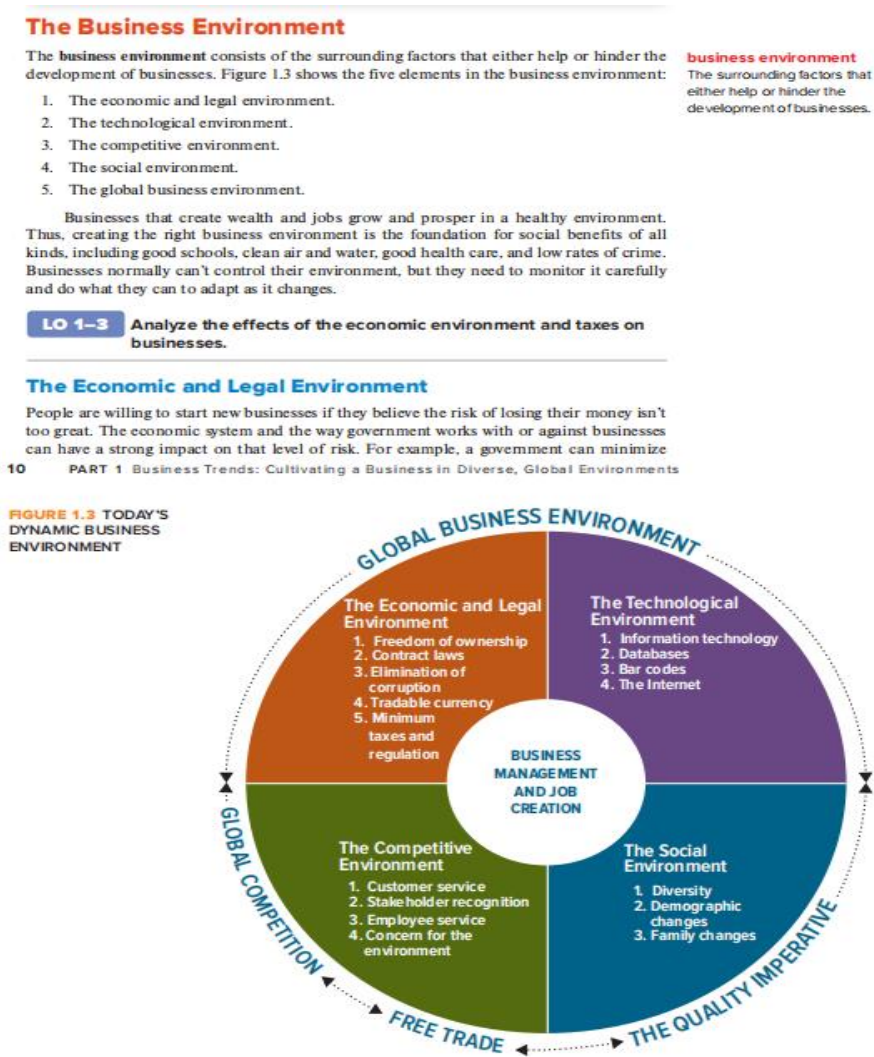


Figure 2

T'T [The 10th edition] 当国家生产它们具有比较优势的产品与服务时，生产率就会上升。

T'T [The 12th edition] 当一国生产具有比较优势的产品与服务时，即可提高生产率。

Analysis: The word “which” in an English sentence is a relative pronoun in a relative clause, indicating the logical relationship between the main clause and the subordinate clause, serving as a strong boundary marker. Relative pronouns in relative clauses make the structural hierarchy of English sentences clearer, highlighting the three-

dimensional aesthetic feature of English sentences focusing on multiple aspects. On the other hand, Chinese grammar lacks morphological markers, and sentences are presented in a flowing manner. According to the boundary awareness theory, when translating sentences from English to Chinese, it's important to convert the hierarchical structure of English sentences into run-on sentences or topic chains in Chinese, enhancing the two-dimensional aesthetic feature of Chinese. Both Chinese translations above did not directly translate “in which”; instead, they removed the boundary marker “which” from the relative clause, splitting the sentence into two smaller sentences.

As we all know, it is very common to use the structure of run-on sentences or topic chains in Chinese. Run-on sentences are typically used to describe continuous events or plots, allowing readers to smoothly read and understand the story’s progression (Wu Biyu, 2015; Cao Fengfu, 1995,2005). Topic chains play an important role in discourse by helping to connect different paragraphs or sentences, forming a coherent narrative structure that enhances the logical and cohesive flow of the entire discourse (Li Wendan, 2005; Qu Chengxi, 1996,2005,2006). Through topic chains, readers can follow the development of a story or argument, leading to a better understanding of the author’s intentions and ideas.

2. Removing Function Words

Syntactic markers refer to elements or features in language used to represent sentence structure, component relationships, or syntactic functions. These markers can be parts of speech, words, grammatical structures, or language-specific rules used to indicate relationships between various components within sentences, such as subject-predicate relationships, modifier relationships, and so on. (Noam Chomsky, 2022; Wu Biyu, 2023)

Boundary awareness theory indicates that English relies on functional words or particles to establish the logical relationships between sentences or phrases, resulting in a multitude of boundary markers (Wang, 2019,2020,2023). On the other hand, the structure of Chinese sentences does not have such clear distinctions between main and subordinate relationships. Therefore, when translating illustrations in a textbook from English into Chinese, it is necessary to remove functional words such as conjunctions or prepositions, dissolving the boundaries in expressions to achieve a smooth translation.

Example 3: ST companies in different stages in related industries. (see Figure 3)

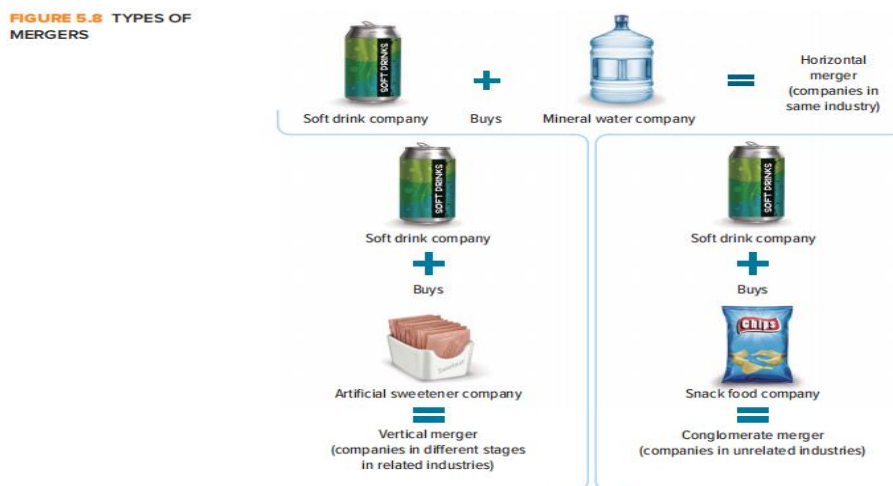


Figure 3

TT [The 10th edition] 相关产业不同阶层的公司。

TT [The 12th edition] 相关行业中处于不同阶段的公司。

Analysis: The original text is well-structured with a clear hierarchy, using two consecutive prepositions “in” to present the logical relationships within the clauses. Both translations smooth out the hierarchical structure shown in

the original text. The translation in the 10th edition does not translate the preposition “in”, resulting in a fluent translation; while the Chinese translation in the 12th edition only translates the first “in” as “处于”, making the translation slightly less smooth.

In other words, English prepositions are a type of function words with strong boundary characteristics, which are related to the hierarchical and high-delimiting nature exhibited by individual consciousness in English (Wang, 2020,2023). However, in Chinese, due to its weaker delimiting nature, logical relationships can sometimes be expressed without prepositions. Therefore, for the fluency of the translation, certain prepositions can be omitted. [4] Communication among company members, with suppliers, and with customers becomes much more difficult. (see Figure 4)

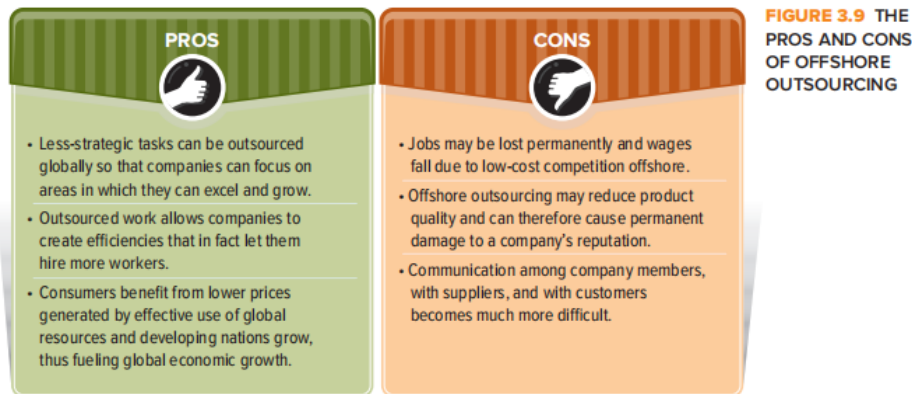


Figure 4

TT [The 10th edition] 企业和供应商与消费者之间的沟通更加困难。

TT [The 12th edition] 公司员工、供应商和消费者之间的沟通变得更加困难。

Analysis: The original text is well-structured with a clear hierarchy and strong hierarchy. It uses words with strong delimiting characteristics such as “among,” “with” and “and” to present logical relationships within the sentences. Among them, the word “and” in the sentence indicates a coordination relationship, while the preposition “with” also implies a coordination relationship. When translated into Chinese, both translations did not translate “and” twice in the sentence, but only translated the coordination implied by “with”. The expressions are smooth.

[5] Less-strategic tasks can be outsourced globally so that companies can focus on areas in which they can excel and grow. (see Figure 5)



Figure 5

TT [The 10th edition] 企业将低策略性工作外包，可以聚焦于高阶和前瞻性工作。

TT [The 12th edition]

企业可以将非战略性任务在全球范围内外包，从而专攻自己有可能超越和发展的领域。

Analysis: The original text presents the logical relationship within the sentence through “so that” and “which”, maintaining a clear main-subordinate structure with a distinct focus, which is in line with English’s three-dimensional aesthetic. Both Chinese translations did not translate the two words with a strong boundary characteristic, but instead divided the structured main-subordinate clause into two smaller sentences, presenting the two-dimensional beauty of Chinese. The translations are smooth and consistent with Chinese expression habits.

3. Using Expansion Strategy

According to the boundary awareness theory, English is a result-oriented language, while Chinese is a process-oriented language (Wang, 2019,2020, 2023; Wang & He, 2014). Therefore, when translating illustrations in a textbook from English into Chinese, it is necessary to transform the result-oriented expressions in English into process-oriented expressions in Chinese to achieve a smoother translation.

This transformation can be reflected in the conversion between active and passive voice and in the tendency to describe actions or objects. In English, the passive voice is often used to describe things, while Chinese tends to use the active voice. Therefore, when translating from English to Chinese, it is important to grasp the skills to shift between passive and active voice. Additionally, since English favors result-oriented expressions, and nouns, being the most definite, are strongly result-oriented vocabulary, Chinese, with its preference for process-oriented descriptions, tends to use verbs that express processes to present process-oriented descriptions.

Example 6 ST: Land and other natural resources are used to make homes, cars, and other products. (see Figure 6)

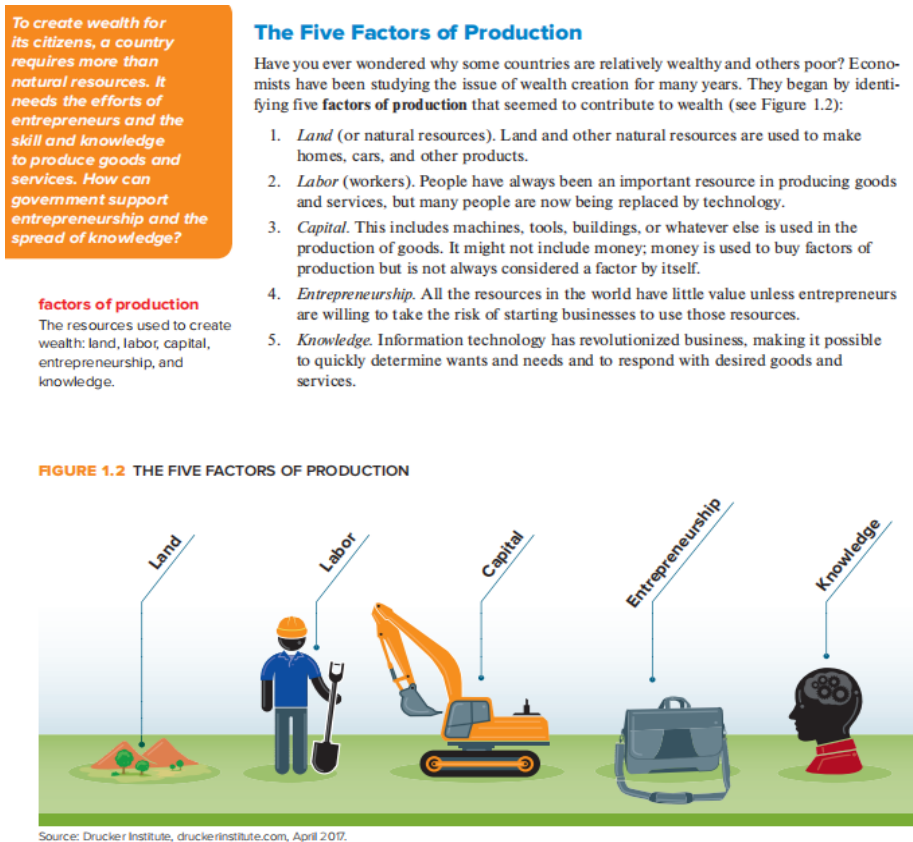


Figure 6

TT [The 10th edition] 被用来建屋、制造汽车和其他产品的土地与其他天然资源

TT [The 12th edition] 指用来建造房屋、制造汽车和其他产品的土地和其他自然资源

Analysis: The original text is a passive sentence structured with “are used”. In handling this passive structure, the two Chinese translations adopt different approaches. The translation in the 10th edition uses a literal translation method, resulting in a rather stiff translation. On the other hand, the Chinese translation in the 12th edition removes the passive structure marker and translates it actively, making the translation more fluent.

Example7: ST Often the needs of a firm’s various stakeholders will conflict. (see Figure 7)

Responding to the Various Business Stakeholders

Stakeholders are all the people who stand to gain or lose by the policies and activities of a business and whose concerns the business needs to address. They include customers, employees, stockholders, suppliers, dealers (retailers), bankers, people in the surrounding community, the media, environmentalists, competitors, unions, critics, and elected government leaders (see Figure 1.1).⁴

standard of living vs. quality of life? Visit your Connect e-book for a brief animated explanation.

6 PART 1 Business Trends: Cultivating a Business in Diverse, Global Environments

FIGURE 1.1 A BUSINESS AND ITS STAKEHOLDERS

Often the needs of a firm’s various stakeholders will conflict. For example, paying employees more may cut into stockholders’ profits. Balancing such demands is a major role of business managers.

Source: John Mackey and Raj Sisodia, *Conscious Capitalism* (Boston, MA: Harvard Business Review Press, 2013).

quality of life

The general well-being of a society in terms of its political freedom, natural environment, education, health care, safety, amount of leisure, and rewards that add to the satisfaction and joy that other goods and services provide.

stakeholders

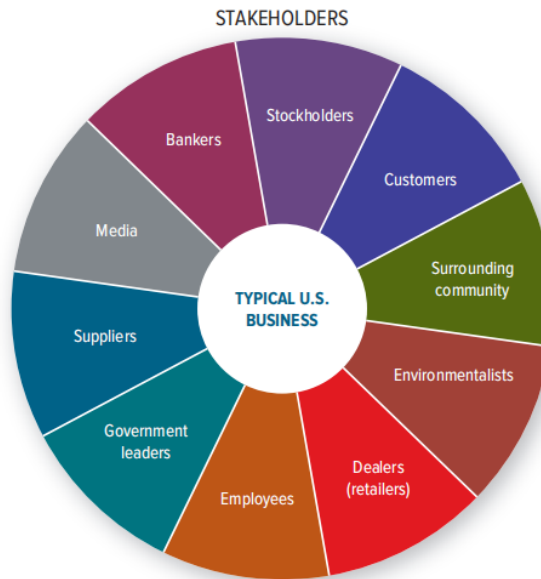


Figure 7

TT [The 10th edition] 通常企业各个利益相关者之间的需求会有冲突。

TT [The 12th edition] 企业各个利益相关者的需求经常会发生冲突。

Analysis: The 10th edition translation renders “will conflict” as the noun “有冲突”, presenting a state of result without resolving boundaries. On the other hand, the 12th edition adopts an expansion strategy, rendering “conflict” as “发生冲突”, highlighting a process-oriented description and weakening the boundaries of the result.

According to the boundary awareness theory, Chinese tends to use process-oriented expressions, while English tends to use result-oriented expressions. From this perspective, the 12th edition translation is more in line with Chinese expression than the 10th edition translation.

Although previous studies have pointed out that the translation of graphics and text should adopt a free translation method, those studies did not specify the specific operations of addition and deletion in the translation process. They failed to tell us where should additions be made? What should be added? Where should deletions be made? What should be deleted?

Through comparative Analysis: the study finds that free translation is indeed the best to translate illustrations in a textbook. The boundary awareness theory provides theoretical explanations for how to add and delete in translating. That's to say, when translating illustrations from English into Chinese, it is necessary to delete grammatical markers, function words in English, and it is necessary to change the tree-structured English into Bamboo-structured Chinese. The expansion strategy is mainly used to transform result-oriented expressions into process-oriented expressions.

Conclusion

Illustrations in English business textbooks serve multiple functions such as providing information, beautifying, and decorating. Therefore, the skills in translation from English to Chinese are very important. Previous studies indicate that the translation illustrations in English textbooks generally adopt free translation, involving addition or deletion. However, they did not specify what should be added, how to add, or what should be deleted and where to delete.

Based on boundary awareness theory, after exploring the translation strategies of illustrations in *Understanding Business* and its two Chinese versions with the quantitative and qualitative methods, the study finds:

1. Removing grammatical markers. English is a tree-structured language with rich grammatical markers that have clear boundaries. In contrast, Chinese lacks formal markers as it is more like a bamboo-structured language. Therefore, when translating English illustrations into Chinese, it is necessary to remove the grammatical markers in English to make the translation more in line with Chinese expressions. Many illustrations in *Understanding Business* contain attributive structure or relative clauses, it is necessary to remove the grammatical markers in the attributive structure or relative clauses as much as possible to eliminate boundaries, thus making the Chinese more fluent.
2. Removing function words. Function words in English are a type of vocabulary used typically to express grammatical relationships, connect sentence components, or adjust tone. One of their characteristics is their marking function, meaning they have specific grammatical functions or relationships within a sentence, though they typically. It is necessary to remove strong boundary vocabulary or replace it with weak boundary vocabulary when translating illustrations in *Understanding Business* from English into Chinese to make fluent Chinese.
3. Using expansion strategy. English emphasizes result-oriented expression, while Chinese emphasizes process-oriented expression. Result-oriented expression has strong boundaries, while process-oriented expression has weak boundaries. Therefore, when translating illustrations in *Understanding Business* into Chinese, the translators must convert result-oriented expressions in English into process-oriented expressions in Chinese to achieve a smoother translation.

Based on the three findings above, the thesis believes that free translation is indeed the best method for translating illustrations from English to Chinese. The study points out where and what can be added or deleted when translating illustrations from English to Chinese. That is, using free translation to translate English illustrations in *understanding Business* can produce fluent Chinese, where the deleted parts mainly consist of grammatical markers, function words with strong boundaries. and the added parts mainly involve converting result-oriented expressions in English into process-oriented expressions in Chinese.

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