A Study of Internet-Based Collaborative Translation Model for Chinese American Literature

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Abstract. The Internet has brought great changes to our study, life, interpersonal communication and so on. With the popularization of the Internet, "Internet +" has become a new model that promotes the rapid development of various industries and nobody can escape from it. The Internet collaborative translation model can improve translating efficiency and quality, and it is conducive to the communication and broadcast of different cultures. So, it can be taken as a new possibility and attempt to translate Chinese-American literature. But, there are also some problems such as inconvenient management of translating process, great differences in styles and quality of translated texts, and so on.

1. Introduction
The Internet has brought great changes to our study, life, interpersonal communication and so on. The scope of people's communication is greatly expanded, the speed of communication is greatly accelerated, and ways of communication has become rich, diverse, fast and convenient. With the popularization of the Internet, people's pace of life is further accelerated, and they are exposed to vast knowledge and information. Now, "Internet +" has become a new model that promotes the rapid development of various industries and nobody can escape from it. The phenomenon of translation initiated and participated by netizens is becoming more and more popular. Therefore, the Internet collaborative translation model has become a new possibility and an active attempt of literary works translation.

Chinese-American literature is the cultural product of Chinese arriving in the American continent in the 19th century. “Chinese-American literature is written in English by Chinese-Americans and Chinese (whether they are American-born or Chinese-born) who reside in the United States; And, it also includes those literary works written in English by Chinese descendants and Chinese Americans who were born, raised, or settled in the United States and became American citizens.”(Zhang Hailong, 2012:5) American Chinese literary writers live in the dilemma between Chinese culture and American cultures. Under the specific historical and cultural background, they have participated in and influenced the construction of the world's multi-culture and literature with their unique perspectives, themes, narratives, and language styles. The status of Chinese-American literature in the world literature has been increasingly prominent, and it has caused concern for more and more domestic readers and critics. The tendency of ordinary readers to use the Internet to get involved in literary translation and criticism is more and more obvious.(Xu Jun, 2006:216)

2. The Influence of Internet on Traditional Translation Model
After heading into the Internet era, various forms of cultural transmission speed up. People want to consume their home culture conveniently and instantaneously, and also hope to experience more
foreign culture conveniently. As a result, the demand for foreign literature and foreign art presents a diversified development trend. Translation is one of the important ways to spread cross-language and cross-cultural information, but the traditional translation model has been unable to meet the huge demand of the market. Under the influence of globalization and Internet technology, translation takes on the new characteristics of "Internet +". In the information age, the study of foreign literature must be combined with the Internet.(Tong Xiaonian, 2003:32)

2.1 The Increasing Demand for the Quantity and Variety of Foreign Cultural Works Has Led to the Transformation of Translation Models

As a product of multiculturalism, Chinese American literature is inextricably linked with Chinese culture and many of its works actively advocate the reconciliation and integration of Chinese American culture and American culture. With the economic globalization and the elevation of China's status in international politics, economy and culture, the appeal and attention of Chinese American works have greatly increased in the world and those works have become the first choice of many literature lovers, which also meet the diversified demands for cultural consumption of literature lovers. With the rapid development of the Internet, domestic readers are no longer satisfied with reading the literary works translated by designated professional translators and published by specific publishing houses as it takes a long time for a foreign language book to be translated, published, and then distributed to readers through book dealers. Moreover, the reading experience between the translated version and the original work is quite different. So, many of those who are good at English hope to read the original ones in English once the English version is published. Meanwhile, as translation enthusiasts, some volunteers are willing to translate those English versions into Chinese and to introduce them to domestic readers. This series of operation relies on the Internet. Therefore, the Internet has greatly changed the traditional translation model and the cultural experience model of consumers.

2.2 With the Development of the Internet, People Require Higher Efficiency Translation

Translation itself is a painstaking, time-consuming and highly demanding task that requires interdisciplinary knowledge. The traditional translation model of foreign literary works usually relies on one single translator. In the process of translation, the translation of even a person's name or an allusion may demand the translator to find a lot of supporting materials to avoid incorrect translations. However, with the popularity of the Internet, many readers expect to read the translated versions that are almost at the same time with the publication of the original ones. Also, people are no longer content with reading traditional paper manuscripts, but prefer faster, and more convenient electronic books or even read online. As a result, the traditional translation model has failed to meet the needs of many literature lovers due to its disadvantages such as long time waiting, low translation efficiency and slow transmission speed, and so on. Consequently, a large number of online voluntary literary translators have emerged. On the platform of Internet, they exchange viewpoints on text translation and translation theories. Gradually, the Internet collaborative translation model has taken shape and has been accepted by the majority of consumers. “In the era of globalization and popularity of Internet, and as a strong way to disseminate cross-language and cross-cultural information, translation has embodied new features.”(Cao Yixin, 2015:78)

3. The Internet Collaborative Translation Model

Before the Internet is popular, the literary works that we read are usually printed, bound volumes or magazines. However, with the wide use of the Internet and the expansion of electronic books, digital text has become an indispensable form of literary works by virtue of its great advantages of fast transmission and low cost, and it shows a tendency to surpass paper text. The popularity of digital text helps netizens to quickly and comprehensively obtain the required text information. Literature works created by writers from all over the world and academic research papers written by critics can be shared among different resource sites around the world through the Internet, which is totally unimaginable and impossible to achieve in the era of paper texts. With the digital text that can be shared, more and more netizens in China are no longer content with obtaining second-hand
information only through professional translators, but also want to become the gainer, transmitter and sharer of first-hand information, and are willing to introduce foreign information resources to more cultural lovers in China. Therefore, they also want to participate in the transmission and processing of information, and are willing to play the role of "cultural porters" and "cultural processors" and develop into active cultural consumers. As a result, the Internet collaborative translation model has been formed.

Scholar Cao Yixin makes a comprehensive study on the Internet collaborative translation model which is closely related to people's cultural life, and he also makes a detailed analysis and comparison of the two major names in the international collective translation activities of netizens, that is, “user-generated translation” and “crowdsourcing translation”. (Cao Yixin, 2015:78) User-generated translation focuses on large-scale translation activities spontaneously organized by netizens, which is a folk behavior. Yyet's Group is a typical example of user-generated translation. This is a virtual network organization with members from all over the world. They gather together in this virtual organization owning to common interests and hobbies, do what they like to do together, and share resources with the net friends free of charge. While “crowdsourcing” mainly refers to the practice that "enterprises and organizations outsource tasks performed by employees in the past to non-specific (usually a large number of) social masses to solve or undertake in a free and voluntary manner". (Howe, Jeff, 2006) And "Crowdsourcing translation" refers to the translation tasks that used to be mainly performed by full-time translators, are outsourced by enterprises and organizations to non-specific volunteer translators on the Internet in a free and voluntary manner through Internet platforms. This “crowdsourcing” model has the advantage of low cost and high efficiency, and integrates the collective wisdom of many volunteers to meet the personalized needs of the company. Crowdsourcing model has been relatively mature in foreign countries, and Wikipedia, YouTube and Facebook are all regarded as classic cases. In China, crowdsourcing model has also been developing rapidly in the translation industry in recent years. Various sizes of crowdsourcing platforms have been springing up, such as Renrenyee, Alibaba translation crowdsourcing platform “ZuoDao”, YouDao Human Translation, Yeeyan, and so on. These platforms are relatively mature.

Both "user-generated translation" and "crowdsourcing translation" rely on technology platforms to a great extent and are the products of the cross-border integration of traditional translation and modern information technology. Without the technology platform, there is no possibility for the collaborative translation model to exist, because the whole operation process, from controlling the translation process to collecting and recording the translation data and monitoring the translation quality, is completely dependent on the Internet technology platform. With further development and popularization of the Internet, the Internet collaborative translation model will have greater development space and potential.

4. The Significance and Limitations of the Internet Collaborative Translation Model of Chinese American Literature

The Internet collaborative translation model has operated some years both in foreign countries and in China. Its existence and development indicate its value. By now, this new translation model has accumulated some successful experience.

4.1 The Significance of the Internet Collaborative Translation Model of Chinese American Literature

In contemporary China and under the background of global integration, overseas Chinese literature has become one of the important forces to spread Chinese culture and tell "Chinese stories". Out of interest in the cultural differences between China and the United States, more and more young Chinese are not only appreciating Chinese-American literature on their own, but also willing to translate these English-written works into Chinese and introduce them to more literature and culture lovers in China. However, many Chinese-American literary works are too long to be translated by one translator in a short period of time. Meanwhile, the Internet collaborative translation model, which makes good use of the Internet platform and involves many volunteers to work together on the same translation task, provides a good solution to the problem.
4.1.1 The Internet collaborative translation model has improved the quality of the translated texts of Chinese American literature

The Internet collaborative translation model provides a platform for publishers, translators and readers to interact with each other, and the convenient, immediate and barrier-free communication helps to supervise the whole translation process and correct problems in translation in time. Although most writers of Chinese American literature are the descendants of Chinese emigrants, they have lived in the United States for a long time and have not experienced China’s cultural treasures. However, China’s rapid development in modern times and the significant promotion of her status in international politics and economy make Chinese Americans proud of being descendants of Chinese, and most Chinese families in America pay great attention to the inheritance of traditional Chinese culture. Naturally, the works of these Chinese American writers contain many elements of traditional Chinese culture. But in the works, some Chinese culture has been blended with the culture of the United States. Due to the limitations of educational background and life experience, translators’ perception of culture is surely limited. But the Internet collaborative translation model can combine the ideas of many translation enthusiasts and readers as the Internet is a convenient, fast and efficient medium. By this platform, a considerable number of translation enthusiasts can communicate conveniently about the translation of the original works, which can avoid the inaccuracy of cultural translation caused by individual’s limitation of cultural experience in traditional translation mode. The adoption of the Internet collaborative translation model will play an active role in supervising the quality of translation and promoting the publicity of the book.

4.1.2 The Internet collaborative translation model of Chinese American literature is conducive to the communication between Chinese and American cultures

Different from common academic texts, literary works have great tension, which can involve the history and culture of any discipline, any country and different authors’ views and their understanding of the nature of society. Because the writers of Chinese-American literature have dual cultural experience and have lived in the dilemma between the traditional Chinese culture and the mainstream American culture for a long time, they deeply feel the culture of their motherland is distant and it is also difficult to integrate into the American culture. Therefore, they have unique writing perspectives and unique insights of life. The process of translation is by no means a simple conversion of texts between two different languages. It involves the differences between different disciplines, fields and cultures, and the perspective of the translator's understanding of the text also has a very important impact on the translation. In order to ensure the accuracy of translating American Chinese literature, it is necessary to accurately grasp the author’s social and cultural cognition, and this puts forward an extremely high request to the translator.

So, to translate Chinese American literature by the Internet collaborative translation model will surely urge more people to explore the involved cultural differences between China and the United States and to contemplate the impact of Chinese traditional culture to the world civilization. Especially, in the international environment where racial discrimination still widely exists in the United States, translators should think creatively about how to build up self-confidence of Chinese culture, tell Chinese stories well and spread Chinese culture widely.

4.1.3 The Internet collaborative translation model is a beneficial and necessary supplement to the traditional translation model

In the background of "Internet +", the Internet collaborative translation model is an inevitable choice to adapt to the rapid development of science and technology. In the traditional mode of literary translation, the publisher entrusts a work to a single translator, who have to spend several months or even more than a year in translating the work. Moreover, the translated versions of a single translator are bound to have more faults compared with the Internet collaborative translation model as the latter enables many enthusiastic readers to actively participate in the translation of works in various forms through the platform of the Internet. Together, they evaluate the credibility of the translated versions, find out the faults in the process of translation, and seek for better solutions. It can be seen that the Internet collaborative translation model makes some readers become active participants and judges of
the translation activities, and they assume part of the responsibilities undertaken by enterprises and publishers under the traditional translation model, thus enriching the traditional translation model.

4.1.4 The Internet collaborative translation model has enriched people's cultural consumption patterns
As an important part of the world literature, Chinese-American literature is attracting more and more readers and critics. For readers, reading literary works is an important part of cultural consumption. For those who are interested in translation, and are willing to devote their time and energy to this field, to participate in the process of translation can not only improve their artistic appreciation ability, but also broaden the patterns of cultural consumption because these voluntary translators not only have studied the original works seriously and thoroughly, but also added their own understanding of the works. This way of cultural consumption, which not only benefits other readers but also improves their own cultural quality, is an important manifestation of the self-worth of voluntary translators. That is to say, in the process of translation, volunteers of collaborative translation should both master the original work and try to understand the relevant field involved in the translation process, which is an important process of relearning. In addition, many translators of the Internet collaborative translation platform exchange and communicate with each other on the Internet. This process can help mutual improvement, and it is a high-quality way of cultural consumption as well.

4.2 The Limitations of the Internet Collaborative Translation Model of Chinese American Literature
However, the Internet itself is an open medium, and as a new and developing thing, the Internet collaborative translation model lacks effective management and strict constraints, which will inevitably bring some problems that cannot be ignored in the translation practice of Chinese-American literature.

4.2.1 The translation quality may be various and the translation style will be quite different
As a special category of literary works, Chinese-American literature not only has the same characteristics as general literary works, that is, involving in interdisciplinary knowledge and theories, but also involves the differences between Chinese culture and American culture. Some of the subtle cultural attitudes are hard to capture accurately, and translators who specialize in Chinese-American literature will surely be more discerning. Moreover, the literary works of different authors have their specific styles, which is hidden between the lines. Different readers have different interpretations to and perceptions of the works, which will have a considerable impact on the language style of the translated texts. The Internet collaborative translation model relies on the wisdom of the masses to translate the texts, but the different translation styles of the volunteer translators and their different understanding of the original author's cultural attitude will also bring various quality of translation.

4.2.2 The workload of reorganizing and processing the translated texts is huge
As mentioned above, the team of volunteer translators in the Internet is not restricted by professions or educational background, but mainly consists of volunteers who are keen on translation. However, the quality and style of translated texts of Chinese-American literary works translated by people with different vocational backgrounds and different educational levels will be quite different. Therefore, it will take a lot of manpower and time to sort out, proofread and reorganize manuscripts from different volunteer translators in the Internet.

4.2.3 The Internet collaborative translation model is not convenient to supervise
In the Internet collaborative translation model, most of the members are volunteers, but not full-time translators. They have their own daily jobs and can only engage in translating in their spare time, which brings some inconvenience to supervision. And as non-professional volunteers, they do not understand the translation professional ethics, and many of them are unwilling to comply with these professional requirements, so sometimes, they cannot accomplish the translation tasks on time and in good quality as stipulated in the contract.
Therefore, while making full use of the technological convenience brought by Internet technology, the Internet collaborative translation model of Chinese American literature is also required to explore higher efficient and more standardized operation ways to achieve a win-win result between the operators and the translation volunteers.

5. Conclusion
The popularization of the Internet not only brings great convenience to our study, life and the ways and thinking mode of cultural consumption, but also influences and changes all aspects of our daily life. In the information age, the translation of Chinese American literature must be combined with the Internet to adapt to the development of the Times and science and technology. In recent years, foreign literature translation has rapidly involved in the Internet technology and is developing towards informatization, thus promoting the development of academic research of translation studies. The Internet collaborative translation model of Chinese-American literature will undoubtedly be a beneficial attempt in terms of improving translation quality, accelerating translation speed, and innovating translation model, which will also exert a profound influence on the translation model and popularity of Chinese-American literature in the future.

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