

A Proposed CCF Paradigm and Its Implications for Translation Studies

Abstract: There are current trends for cultures to converge as the process of globalization takes place. An important function of translation remains that of mediating between cultures, of enabling intercultural comprehension. Due to the communicative nature of translation, foreignizing translation should take the reader's response into consideration. The communicative approach to translation study in which the TT (Target Text) reader's response is concerned, to a certain extent, turns out to be of domestication. Venuti's foreignizing translation has a great impact upon foreignization studies in the west, however, it fails to consider the communicative nature of translation. There is no unanimous theory of foreignization and domestication in China but a comparatively universal view to take the former as primary while the latter supplementary. So far, translation theorists have tended to see the two tendencies in conflict and work on the justifications for either within the scope of regarding them as no more than two opposite translating strategies. Hence little has been done to explore foreignization inward: as a translating *strategy* itself, foreignization may assume some practical model or paradigm guiding a translator how to foreignize.

A perception of translation is proposed from the cognitive standpoint of reader response in search of a CCF (Cognitive-Communicative based) paradigm valid for translation between sharply distinct cultures based on Relevance Theory and some aspects in cognitive linguistics. It aims at providing a paradigm a translator can take as reference on *how to foreignize* and when and where to foreignize or domesticate as is universally held.

The CCF paradigm is proposed by analyzing its necessity and exploring its theoretical base in search of the reader's psycho-cognitive nature in text processing, in particular, the reader's potential schemata refreshment upon the interaction of text and linguistics. A case study of a foreignized China's literary classics is conducted to somewhat testify the practicality of the paradigm. It is hoped that the proposal has implications for translation activity, translation assessment, and even translation studies as a whole.

I would also like to offer one Chinese poem with English translation and to engage in brief theoretical considerations of the translation along the lines I refer to.

Keywords: foreignization; Relevance Theory; reader's response; schema refreshment