Translation research from the perspective of Skopos Theory based on CiteSpace

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Abstract: With the development of translation studies under Skopos theory, translation has become increasingly important in our communication and translation, and has attracted a lot of attention from academia and industry. This paper uses CiteSpace software for quantitative analysis to conduct knowledge graph analysis of domestic Skopos translation studies related literature on CNKI, aiming at analyzing the development context and future research direction of this topic in the future. After a series of graph analysis, it is found that the overall development of translation studies under Skopos theory tends to mature and gradually slows down. The research direction has become more practice-oriented and purpose-oriented over time.

Key words: Skopos theory; Translation studies; CiteSpace

1. Introduction

"Skopos theory is the most important theory of functionalist translation theory, which was founded in the 1980s by two famous German translation theorists, Vermeer and Reiss" (Li Changshuan, 2012:12). "Skopos theory, which takes textual purpose as the first criterion of translation process, is the main theory of functionalism" (Zhang Jinlan, 2004:1). Skopos theory emphasizes that the author should choose different translation methods according to his own purpose when translating the article or the document to achieve his translation purpose. The study of translation under Skopos theory has lasted for more than 20 years and made a lot of progress. In the field of translation, Skopos theory can better assist authors in translation and achieve better results. "The purpose of translation determines all the behaviors of translation activities, that is, the selection of translation strategies, the choice of the original content and form, and the arrangement of the target translation, etc. All these links are carried out according to the purpose of translation" (Gudan, 2015:469).

Since the emergence of Skopos theory, many scholars in the translation industry have paid great attention to it, and the topic of translation studies under Skopos Theory has gradually attracted attention (Kong Zhen, 2019; Zhang Jiguang & Zhang Zheng, 2015; Fan Xiangtao & Liu Quanfu, 2002; Pan Pingliang, 2006). This paper selects 300 domestic literatures on translation studies under Skopos theory from 2005 to 2023 on KIKI, and makes a visual analysis in CiteSpace to summarize the current research situation in the field, preface trends and development trends. This paper provides some research directions and predictive analysis for further exploration of translation studies under Skopos theory.

2. Research data

Using the database of CNKI, the author collected and screened the relevant literature on Skopos translation studies under Skopos theory. After screening 3205 literatures on Skopos translation studies under Skopos theory. In terms of content, review, book review and less relevant articles are excluded. In terms of quantity, the paper starts from journal c, followed by core journals and finally all journals, and finally summarizes 300 relevant literatures (2005-2023). Among them, the number of selected literatures about c journal is 57, the number of core journals is 107, and the number of ordinary journals except core journals and c journal is 136.

3. Research methods

In order to explore the current situation and development of skopos translation studies in domestic academic circles, this scholar used CiteSpace to conduct a visual analysis of 300 Skopos translation studies literatures on Zhizhu. This paper uses CiteSpace software for author and author frequency statistics and cluster analysis, and constructs visual maps of basic information such as keywords, time nodes, publication trends and cluster mutations of these 300 articles in this software, and analyzes these maps to finally obtain corresponding results.

4. Research hot spots

"Keywords are the core entry point of researching an article, and corresponding research hotspots can be analyzed through the change of keyword word frequency, and the transformation relationship between research hotspots can be revealed through the analysis of the intermediary centrality formed by the co-occurrence of keywords" (Zhao Rongying and Xu Limin 2010:65).

Combining the relevant keyword data in the keyword atlas and the keyword clustering atlas, it can be analyzed that the main research fields of skopos theory translation studies in the core research circle include skopos theory, translation, translation strategies, translation methods, external advocacy translation, the Analects, etc. These data show that these keywords appear in 300 literatures with high frequency. "Keywords show a dendritic network distribution structure, there are no discrete points, low-frequency words are subordinate to high-frequency words, and high-frequency words are interrelated" (Zhong Jimin and Han Haoying 2022-109-117). It shows that the research of

translation studies under Skopos theory has formed a system and is closely connected. This indicates that the topic of translation studies under Skopos theory has become mature in China. However, other keywords with relatively small sizes, such as advertising translation and text translation, also appear in the figure, indicating that scholars still pay attention to other topics. In addition, the figure also focuses on the study of the Analects of Confucius, which also shows that the translation of classics has received attention and research. In addition, corpus is also one of the hot spots of research, and corpus translation has also played an infinite innovative role in this field. On the whole, scholars tend to apply skopos theory in the translation of different texts, which also reflects that this research has penetrated into the field of translation.

With the help of these atlas data, it is helpful to locate the research field of domestic translation studies under Skopos theory in the core research circle. Through the integrated analysis of the keywords in the table and the keyword clustering in the figure, the research in the field of Skopos translation studies in China can be divided into the following two areas: First, the translation types of Skopos translation studies (subtitle translation, publicity translation, advertising translation, English translation). The second is the translation methodology of Skopos theory (translation strategies, translation methods, translation skills). From the perspective of the year, translation skills are the newest among the 10 keywords at the beginning, which indicates that the research focus in recent years tends to be translation skills. Translation strategy has always been an important topic in the field of translation studies under Skopos theory, and it is also one of the most successful research fields. With the development of time, the type of translation has also changed from advertising translation and subtitle translation to external publicity translation. The translation of the Analects also began to rise in 2015. In short, the topic of translation studies under Skopos theory was at its peak during 2013-2016 and has now developed and matured. In this field, it is now in a mature stage and the future development trend is relatively flat.

5. Research and development trend

"The diachronic development trend of corpus translation studies can be understood by analyzing the Timeline of keyword co-occurrence, in which Bursts represent the emerging trend of research, and their dynamics can more accurately reflect the research frontier and development trend of the discipline" (Li Hongman, 2014: 21-26, 127).

The time zone chart shows that the research initially focused on the basic categories of translation strategies under Skopos theory. The research content from 2013 to 2015 mainly focuses on English translation and Analects, which generally reflects the rapid development in this stage. Early studies focused on English translation and Analects translation. Since 2015, the topic of translation studies under Skopos Theory has gradually developed, focusing on translation methods, advertising translation, translation strategies and other topics. This stage developed rapidly and new topics emerged and changed rapidly, which belonged to the prosperous development stage of the field of translation studies under Skopos theory. In 2020, translation skills became an emerging topic and began to develop, and by 2023, due to the rise of the Internet and the rapid development of the e-commerce industry, the topic of cross-border e-commerce began to appear. To sum up, the development of translation studies under Skopos theory can be divided into three stages, of which 2013-2015 is the initial stage of rapid development. 2015-2020 is the stage of development and prosperity, which is the most rapid development, and the development is more complete by 2020. The period from 2020 to 2023 will be a gentle stage of development, in which the development will mature and gradually develop at a slower speed (He Chunyan & Luo Huifang, 2020).

The graph is about the abrupt changes in the field of translation studies under Skopos theory from 2013 to 2023. From 2013 to 2015, in the early stage, the research mainly focused on subtitle translation, advertising translation, Chinese-English translation, register, prospect and review. In 2016-2017, the development of rapid prosperity, research mainly focused on English translation, tea products, external publicity translation, strategy and translation purposes. From 2020 to 2021, my research will focus on scientific and technological discourse, signage, translation methods and chemical English. According to the analysis, it can be seen that the research field of translation studies under Skopos theory is gradually tending to practice. More focus on practice and purpose. It can be found from the figure that there are a total of 15 keywords with high mutation value, among which the keywords with the highest mutation Strength (Strength≥1.5) are subtitle translation, translation method and English translation. It can be seen that at the beginning of each development stage, these keywords will begin to appear and develop rapidly. Combined with the figure, the thesis can see the development of translation studies under Skopos theory. The total is divided into three stages, the development is the most rapid in the second stage, and tends to mature in the third stage.

6. Conclusion

In the process of research, effective use of research tools can provide convenience for researchers. This paper uses the visualization software CiteSpace to explore the development of domestic translation studies under Skopos theory. With the help of this analysis software, this paper summarizes important information about the prolific authors, leading institutions, research fields and hotspots of translation studies under Skopos theory in China. At the same time, it is found that the network among researchers is not very close, and there is a lack of teamwork between researchers and research institutions. In the analysis of the research fields and hot spots, it is found that the development of this topic has tended to mature in recent years, the overall decline trend. The translation strategy has matured after years of development, but from the perspective of the time graph, the rise of cross-border e-commerce can predict that such translation can become a hot spot in the future.

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