

**An Australian Guide to Chinese Language
Publishing and Translating**

澳洲中文出版和翻譯指南

Australia–China Council

澳中理事會

www.dfat.gov.au/acc/

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Foreword

The Australia–China Council has produced *An Australian Guide to Chinese Language Publishing and Translating* to assist Australian organisations and individuals engaging in or planning Chinese publishing. With the increasing importance of the Chinese language, both in Australia and for Australian organisations involved in our relationship with China, the Council has identified a need to facilitate quality Chinese publishing and translation. Chinese is now the second most widely-spoken language in Australia after English. China is Australia’s third-largest trading partner and the commercial relationship, including education and tourism exports, for which Chinese publishing is particularly relevant, is growing fast.

In 2003, the Council celebrated its 25th anniversary. In 1978, when the Council was established, there was little Chinese publishing of any kind in Australia. Now there are five daily Chinese newspapers and over a dozen weeklies. Some government agencies have Chinese material on their websites and more Australian companies are starting to use Chinese language materials to promote their products and services in China and Australia.

Growing up in Australia in the 1940s, I did not have many opportunities to interact with speakers of Chinese, so there was little incentive to learn Chinese, even for a Chinese-Australian. In the multi-cultural and multi-lingual Australia of 2003, young Australians from Chinese and many other ethnic backgrounds are learning Chinese in hundreds of schools around Australia. In the 21st Century, Chinese is likely to be the second most important language after English for Australia and I hope this guide will act as a catalyst for more comprehensive publications by other individuals and organisations.

The Chinese language is changing fast due to globalisation and interaction between the different varieties of Chinese used in mainland China, Hong Kong and Taiwan. “Down Under” we have an emerging Australian-Chinese vocabulary, or “Chinese Australianisms”, used in publishing by Australian organisations. This guide describes Chinese language preferences in Australia and the different regions of China in 2003, but language preferences, including the use of traditional and simplified characters, will continue to change. In producing this guide, the Council did not have any obvious models to follow and the publication may contain some inaccuracies. The Council views this guide as a first attempt and would welcome feedback to help improve future editions.

Dr John Yu AC
Australia–China Council Chair



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Australia–China Council

Mission Statement

To broaden and deepen relations between Australia and China by:

- Fostering in Australia and China greater awareness and understanding of each other's countries.
- Developing and expanding the areas of contact and exchange between Australia and China and their people.

The Australia–China Council (ACC) was established by an Executive Council Order in 1978 and reports to the Minister for Foreign Affairs. The ACC Secretariat is part of the Department of Foreign Affairs and Trade. Information about Council members and the ACC's current priorities, programs and projects is available on the ACC website.

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Introduction and Overview

The 2001 Census revealed that well over two per cent of the Australian population spoke a Chinese language at home. About 1.3 per cent of the Australian population spoke Cantonese at home and 0.8 per cent spoke Mandarin and this total (2.1 per cent) does not include use of other Chinese dialects recorded in the census, such as Hokkien and Shanghainese. The Census revealed that the use of Chinese had overtaken Italian and Greek to become for the first time, or certainly since the large influx of Chinese migrants in the nineteenth century, the second most widely-spoken language in Australia after English.

The importance of Chinese as a foreign language also continues to grow in tandem with the rapid growth of the Chinese economy and the importance of China as a trading partner for Australia. Merchandise trade with China has grown almost two hundred-fold over the past thirty years, from \$113 million in 1973 to \$21 billion in 2002. In 2002, China was Australia's third-largest merchandise trading partner and fourth-largest merchandise export market. By itself, Taiwan was Australia's eighth-largest merchandise export market in 2002, taking four per cent of Australian exports, and Australia's ninth-largest merchandise trading partner overall. Hong Kong took three per cent of Australian merchandise exports in 2002, Australia's ninth-largest merchandise export market, as well as 4.4 per cent of Australian service exports.

This Guide targets Australian organisations engaging in or planning Chinese language publishing. The Guide aims to assist Australian companies and government agencies with understanding key issues to help facilitate quality Chinese publishing. It is designed to service the increasing need for Australian organisations to provide information for migrants, students and tourists from China, including mainland China, Hong Kong and Taiwan, and to promote growing commercial, cultural and other links with China, both on the internet and in printed publications, in Australia and in China.

Most material published in Chinese by Australian organisations is translated from English and so the guide discusses a range of translation issues. The main focus is on English to Chinese translation, but because some of the subject matter is related there is also some reference to Chinese to English translation.

The issues covered in the guide range from a survey of Chinese language publishing by Australian organisations, the readerships in different Chinese markets, providers of Chinese translating and publishing services to language styles and linguistic considerations in translating and publishing.

The Chinese language, as with all other living languages, is undergoing constant change and development. The momentum of its development is being spurred by rapid economic and social changes taking place in China and by aspects of globalisation, including interaction on the internet of different varieties of Chinese used in different



Chinese speaking regions. For this reason, although the guide provides a description of Chinese language usage and recommendations for translating and publishing in 2003, these judgements may soon become out-dated as Chinese language use in Australia and China changes. Future changes may include, for example, a growing preference among mainland Chinese for the use of the two-character (澳洲) instead of the four-character Chinese word (澳大利亞) for “Australia” or a wider acceptance in Australia and Hong Kong of simplified rather than traditional Chinese characters.

Chapter 1: Chinese Language Publishing by Australian Organisations

In the second half of the 19th century Chinese-speaking migrants arrived in Australia creating a demand for Chinese publications. Starting in the late 19th century and continuing through the first half of the 20th century, Chinese newspapers were published in Sydney and Melbourne to meet the needs of the local Chinese community. Following at least a two-decade gap in the second half of the 20th century when few, if any, Chinese newspapers were published, another major influx of Chinese-speaking migrants brought about a second active period in Chinese newspaper publishing starting in the 1980s.

Publishing by the Chinese community in Australia is increasing. In 2003 there were five daily Chinese newspapers and around 20 weekly newspapers. Newspapers are an important vehicle for local companies and government agencies to advertise their products and services targeting the Chinese-reading population in Australia.

Large-scale Chinese publishing by government organisations for the local Chinese community started in the 1980s, providing information for the growing numbers of Chinese-speaking immigrants. From the 1990s, in response to growing links with China, government agencies also increasingly published in Chinese targeting an overseas audience.

The level of Chinese publishing by Australian companies to promote their services and products in China is still relatively low, but this is likely to grow substantially in coming years as the importance of the Chinese market increases.

Chinese language publishing on the internet dates back to the early 1990s, and has experienced a rapid development in recent years. Some Chinese newspapers and community organisations in Australia have Chinese websites. From the late 1990s, Australian government agencies dealing with China and serving the local Chinese community started to provide Chinese pages on their websites, but so far, only a few Australian business organisations have done so.

Chapter 2: Targeting Different Chinese Markets

Until the 19th century, classical Chinese was the common written language of East Asia, including Japan, Korea and Vietnam – in much the same way as Latin was for many centuries the common written language of Europe. The Chinese written language



underwent fundamental changes during the 20th century and the written language has developed differently in mainland China, Hong Kong and Taiwan.

The three Chinese economies use different varieties of Chinese characters and styles of writing. In mainland China, simplified Chinese characters are used in print and in daily life. Traditional Chinese characters are also used on the mainland in some limited situations. In both Hong Kong and Taiwan, traditional Chinese characters are used exclusively.

In terms of writing style, modern written Chinese in mainland China is closer to spoken Chinese, whereas more features from classical Chinese remain in the written Chinese used in Hong Kong and Taiwan. In mainland China, modern written Chinese has incorporated more grammatical and lexical features of Mandarin; in Hong Kong, grammatical and lexical features from Cantonese may be found in written Chinese; and in Taiwan, written Chinese has been influenced, to some extent, by the vocabulary of Taiwanese (Hokkien), the major local dialect. The three different social and political systems in China and their respective (and changing) attitudes to the importance of historical continuity and the desirability of government control over language use have also had a major impact on language development in mainland China, Hong Kong and Taiwan.

The differences between the written Chinese languages of mainland China, Hong Kong and Taiwan should not be exaggerated. Most people in all three regions, whichever dialect they speak, accept that standard written Chinese for national and international communication uses Mandarin grammar and vocabulary, even if the characters are pronounced in another dialect. Although there is growing language diversity between the three regions in some forms of publishing, there is at the same time increasing communication due to growing business and people-to-people links and therefore more acquaintance with written Chinese used in other regions and mutual influence between the language styles. A Hong Kong business person, for example, may regularly chat on the internet in written Cantonese, but read letters in standard Chinese from Shenzhen and Taipei business partners, in simplified and traditional characters respectively.

If an organisation is targeting only one Chinese market, the material should be published using the Chinese character, vocabulary and style preferences of that market. For publishing that is not market-specific and is targeting all three Chinese economies it is best to have two versions, one in simplified characters for the mainland and one in traditional characters suitable for Taiwan and Hong Kong. If resources are only available for one version and the mainland market is no more important than the others, then it is best to use traditional Chinese characters and vocabulary that would be acceptable to, if not always the first preference of, markets in mainland China, Hong Kong and Taiwan. Publishing targeting Chinese readers in Australia should normally use traditional Chinese characters.

Chinese publishing on the internet, either marketing by companies or the provision of information by government agencies, is increasing and has specific problems and



potential opportunities. As with printed material, internet publishing should ideally use the character, vocabulary and style preferences of the target market; however, web pages, unlike most printed publishing, are available across regions. Computer software makes it relatively easy to create traditional and simplified versions of the same text and unless an Australian organisation is only targeting one market, there are advantages in having web pages in both simplified and traditional Chinese character versions. Additional resources may still be required for proof-reading and web page design of mirror simplified and traditional character websites and where just one version is published on the internet it is advisable to use traditional characters, unless an organisation is mainly targeting the mainland market.

Organisations should be aware of the difference between publishing original material in Chinese and translating English material into Chinese. The English material may have been written with assumptions that are not easily understood or may not be appropriate for a Chinese audience. Most material is perfectly suitable for translation and any material, even poetry and advertising jingles, can be translated to some degree or other, but original material written for the target market is likely to have a bigger impact and be better understood.

Chapter 3: Translating and Publishing Service Providers

Although there are differences in the cost of sourcing translations in Australia, mainland China, Hong Kong and Taiwan, other factors are also important. In selecting translators, it is most important to consider the competency and level of service provided by the translation agency as well as the translator's familiarity with the language preferences and cultural assumptions of the target audience.

Publishing, printing and web page design services can be found through a number of ways including directory and internet searches. The cost of publishing and printing does not vary so much between Australia, mainland China, Hong Kong and Taiwan, but the cost of web page design varies considerably. As with translating, when selecting publishing, printing and web page design subcontractors, quality control should be a key consideration.

Appendix A: Style Guide for Translators and Publishers

This appendix is written for translators, publishers or project managers who can read Chinese. Organisations may wish to refer translating and publishing subcontractors to this section for guidance on appropriate language styles.

Guidance is provided on appropriate language styles, including some vocabulary items, for Australian organisations to consider when they undertake publishing and translating in-house and when they manage outsourced publishing and translating projects. The chapter also lists some examples of suitable style guides for translating and publishing for the mainland China, Hong Kong and Taiwan markets.



Appendix B: Chinese Romanisation

Mainland China's Pinyin system has become the international standard for transcribing Chinese (Mandarin) in roman letters. Appendix B.1 outlines the Pinyin system. Pinyin has replaced the Wade-Giles system formerly used in Australian libraries for cataloguing Chinese materials. Appendices B.2 and B.3 provide conversion tables for the two systems. There is no standard system for romanising Cantonese. Appendix B.4 outlines the five most common systems for transcribing Cantonese in roman letters.



Chapter One: Chinese Language Publishing by Australian Organisations

This chapter provides background on publishing in the Chinese language by Australian organisations. The survey includes a brief history of Chinese language publishing by the local Chinese community in Australia and Chinese language publishing by government agencies and Australian companies, both in print and on the internet.

1.1 Early Chinese Language Publishing in Australia

Of all the publications in the early days of Chinese settlement in Australia newspapers were the most important, as they were more widely read in the Chinese community than other publications, such as advertisements, flyers and community notices. Significantly, copies of most newspapers have been retained in libraries.

The first Chinese newspaper published in Australia was probably the The Chinese Advertiser 《唐人新文紙》 which was first published in April 1856. The newspaper, later renamed 《番唐人新文紙》 and then 《英唐招貼》, was one of the first newspapers in the world printed in English and Chinese and may have been the first Chinese newspaper printed by lithography.¹

The first Chinese newspaper for which we retain an almost complete record² was the Chinese Australian Herald 《廣益華報》 which was launched in Sydney in September 1894 as a joint venture between one Chinese and two European residents. The Chinese Australian Herald was initially a weekly paper of eight pages, with the first page devoted to advertisements. Among other items, “Chinese and Foreign News” was featured in each edition. In the early period, advertising was exclusively by European Australian rather than Chinese Australian business establishments. The Chinese Australian Herald ceased publication in 1923.³

The Tung Wah News 《東華新報》 was established in Sydney in 1898, changed its name to Tung Wah Journal 《東華報》 in 1902 and continued until 1936. Many of the newspaper’s advertisements were placed by successful local Chinese businesses such as the Wing On Fruit Market (永安果欄), which eventually developed into one of the four largest retail companies in Shanghai and is well known throughout China as the Wing On Corporation (永安公司).⁴

Other Chinese newspapers printed in Australia during the first two decades of the 20th century included the Patriotic News 《愛國報》, the Arouse the Orient News 《警東新報》 and the Republican News 《民國報》. The Arouse the Orient News was renamed the Civic News 《民報》 in 1919. Published by the Australian branch of the Nationalist Party, the party that ruled most of China from 1911 until 1949 and administered Taiwan until 2000, the Civic News continued in print until the end of the Second World War.⁵



From the end of the Second World War, direct air links between Australia and Hong Kong allowed Hong Kong newspapers to be distributed in Australia a day after publication. Improved communications and imported newspapers combined with a declining number of Chinese readers made publishing Chinese newspapers in Australia unviable. Following the suspension of its *Civic News* the Nationalist Party launched the *Australia China Times* 《澳華時報》 in the early 1950s, but it did not survive for long and this was followed by over two decades when it seems that no Chinese newspapers were regularly published in Australia.

It was not until the 1980s that the first of a new generation of Chinese newspapers appeared. In March 1982, the Hong Kong *Sing Tao Daily* 《星島日報》 launched an Australian edition in Sydney, publishing six days a week. Employing satellite communications to transmit news swiftly from Hong Kong, it rapidly established a market for itself in Australia, New Zealand and countries of the South Pacific. The weekly *Huasheng News* 《華聲報》 and daily *News* 《新報》 followed shortly afterward marking the start of a new era in the history of Australia's Chinese community newspapers.

1.2 Contemporary Chinese Publishing

Newspapers constitute the bulk of Chinese publishing in Australia today and are an important medium for the local Chinese community to access information. In 2003 there were five daily Chinese newspapers in Australia:

《星島日報》 (Sing Tao Daily)

Based in: Sydney
Started: 1982
Targeted readership: Speakers of Chinese from various backgrounds
Proprietor(s): Hong Kong
Claimed circulation: 25,000 quoted by the newspaper

《澳洲日報》 (The Daily Chinese Herald)

Based in: Sydney
Started: 1986
Targeted readership: Speakers of Chinese from various backgrounds
Proprietor(s): Taiwan background
Claimed circulation: 20-25,000 quoted by the newspaper

《澳洲新報》 (Australian Chinese Daily)

Based in: Sydney
Started: 1987
Targeted readership: Speakers of Chinese from various backgrounds
Proprietor: Hong Kong background
Claimed circulation: Undisclosed



《墨爾本日報》(Chinese Melbourne Daily)

Based in: Melbourne
Started: 2001
Targeted readership: Speakers of Chinese from various backgrounds
Proprietor(s): Taiwan
Claimed circulation: 3-7,000 quoted by the newspaper

《華人日報》(2ac Chinese Daily)

Based in: Sydney
Started: 2002
Targeted readership: Speakers of Chinese from various backgrounds
Proprietor(s): Hong Kong background
Claimed circulation: 12,000 quoted by the newspaper

In addition to dailies, a number of weeklies are circulated in major cities in Australia.
In 2003, Chinese weeklies published in Australia included:

Adelaide

《南澳週報》(South Australian Chinese Weekly)

Brisbane

《移民鏡報》(Migrants Mirror News Weekly)
《世界週報》(World News Weekly)
《華商週報》(Queensland Asian Business Weekly)

Melbourne

《大洋時報》(The Pacific Times)
《華廈週報》(The Chinese Weekly)
《大華時代》(The Leading Chinese Newspaper)
《金山時報》(Chinese Melbourne Times)
《新海朝報》(The Tide Chinese Newspaper)
《澳華導報》(Melbourne Asian News)
《廣告天下》(Melbourne Chinese Post)
《時代週報》(The Australian Chinese Age)
《澳州僑報》(21st Century Chinese News)

Perth

《東方郵報》(Oriental Press)
《澳大利亞時報》(Australian Chinese Times)

Sydney

《大紀元時報》(The Epoch Times)
《社區週報》(The Chinese Community News)
《新時代報》(The Chinese Times)
《信報》(Australian Chinese News)

Chinese newspapers are sold in many newsagents, Chinese bookstores and Chinese grocery stores. Many weekly papers are delivered to shops for free distribution.



Chinese newspapers serve as a major channel through which governments and businesses access the local Chinese community, with local Chinese and other business enterprises as well as governments at various levels placing advertisements. During the 2000 Sydney Olympic Games, for example, the Organising Committee advised of traffic management measures through public notices in Chinese newspapers. The NSW Road Traffic Authority also regularly places newspaper advertisements to advise the Chinese community of changes in traffic rules. The State Government of Victoria distributes press releases to appear in Chinese newspapers when launching major policies and information brochures.

Newspaper advertisements are an important channel through which businesses promote products and services to the local Chinese community, especially the weekly papers. The weeklies devote most of their space to advertisements with only limited news and leisure reading material. A survey of these newspapers shows that their advertisements for goods and services include a wide range of categories.⁶

There is also a growing number of books and other non-newspaper Chinese publications. Examples include 《今日澳洲》 (Australia Today: A complete Guide to Migration/Business/Study/Tourism), editions of which were published in 1988, 1989 and 1990; 《澳洲投資指南》 (The Australian Investment Guide), which was published by Haoyah.Com in 2001; and 《漢聲》 (Chinese Culture monthly), which has been in circulation since 1985. Various Chinese community organisations, such as clubs, issue Chinese newsletters at regular intervals. Australian individuals and organisations also publish Chinese books and other material in China. Chinese language publications, such as the translation of the *Let's look out for Australia* brochure produced by the Australian Government in response to potential terrorist attacks on Australia, 《讓我們共同守護澳洲》⁷, are discussed in the following sections.

1.3 Publishing by Government Agencies

The size of the Chinese-reading population in Australia has increased steadily over the past three decades due to migration from South East Asia, Hong Kong, Taiwan and mainland China. Chinese is now the second most widely-spoken language in Australia and may already be the second most widely-read language after English. In response to this growing readership, government agencies at federal and state/territory level have produced Chinese language publications to service the Chinese community.

Large-scale Chinese language publishing by Australian Government agencies targeting the local Chinese community started in the 1980s. One of the earliest publications was a Chinese translation of *Living in Australia: A Guide for New Settlers*, a book of 186 pages published by Settlement Branch, Department of Immigration, in 1984. The influx of Chinese migrants to Australia in the late 1980s and the early 1990s led to an increase in Chinese language publishing by those agencies serving newly-arrived migrants. The Adult Migrant English Program of the Department of Immigration, for example, started publishing in Chinese in the early 1990s and the Australian Tax Office has also published many brochures and information sheets in Chinese. A further



example is *Age Pension News for Seniors*, a regular publication in Chinese by Centrelink serving the needs of senior citizens from Chinese-speaking backgrounds.⁸

At the state level, especially in New South Wales and Victoria where the majority of people from a Chinese background reside, Chinese language publishing has played an important role in ensuring accessibility to services and participation in the community by speakers of Chinese. As Chinese-speaking people are represented in more areas of community life in Australia, the range of Chinese language publications has been expanding, covering community services, education (literacy and numeracy), legal issues such as family law (divorce and custody) and even correctional service (coping with life when released from prison). The Endnotes list a sample of some of the major publications in the Chinese language by various state and territory government agencies.⁹

Chinese publishing activity by government agencies for readerships in China has also increased in the past two decades. During this period, the importance of China has grown as a market for tourism, education and training, and as a source of investment. Government agencies at both federal and state/territory level have published increasing amounts of information and promotional material aimed at Chinese markets. Promotion of Australia as a tourist destination during the 1980s and 1990s mainly focused on Hong Kong and Taiwan, while promotion of education and investment opportunities has included all of China. Several Australian Government agencies publish material in Chinese in print and/or on the internet. Relevant departments in various states and territories have also published guides for investors and other material to attract and assist investors from the three Chinese economies.

1.4 Publishing by Australian Companies

Many local Chinese business enterprises as well as other Australian companies advertise in Chinese newspapers targeting the local Chinese community as outlined in Section 1.2 above. Some big companies, such as banks, also publish brochures and other information in Chinese for the local Chinese community. Apart from newspapers, most publishing in Chinese by companies in Australia is aimed at the tourist and overseas student markets, with publishing ranging from bilingual signs in hotels to information brochures and information on websites.

Increased links with China and opportunities presented to Australian companies by the fast-growing Chinese economies have led some Australian companies to publish promotional material in Chinese. Some law firms and other major Australian companies with Chinese business interests have Chinese sections on their websites with promotional material (see below).

Australian companies have been slower than government agencies to promote themselves and their products in Chinese markets by producing material in the Chinese language. Many companies rely on the use of English as the international business language and expect the Chinese 'partner' to provide language assistance and deal in English.



The use of Chinese publishing by Australian companies to market merchandise and service exports to the three Chinese economies is certain to increase. Tourism is one of the major sectors of the economy where this is occurring. In 1999, Australia and China signed an agreement in which Australia became one of the first countries to be granted approved tourist destination status by China and recent annual growth in tourist numbers from China has averaged 30 per cent. China is likely to be Australia's fifth largest source of tourists by 2005, behind New Zealand, United Kingdom, United States and Japan.¹⁰

1.5 Chinese Language Publishing on the Internet

Chinese language publishing on the internet dates back to the early 1990s. A rapid development in Chinese language publishing on the internet began around the mid 1990s, when a large number of Chinese language internet sites emerged.¹¹

The National Library of Australia website has a section on Chinese websites¹², which lists, in addition to specialised Chinese studies websites, Australia-based websites providing news and general information in Chinese.¹³

An increasing number of government agencies in Australia, dealing with China and serving the local Chinese-speaking population, provide Chinese web pages on their websites. Examples of government agencies which publish material in Chinese on the internet include the Department of Foreign Affairs and Trade's posts in China, Department of Immigration and Multicultural and Indigenous Affairs, Invest Australia and state and territory tourist commissions.¹⁴ In contrast, the number of business organisations that have Chinese pages on their websites is still relatively small.¹⁵ Some Australian universities already target the Chinese market with Chinese language web pages and this trend is certain to increase.¹⁶

While there is no data on the number of internet users in Australia who regularly access Chinese internet sites, it is likely that a majority of Chinese-speaking households use the internet.

Hong Kong and Taiwan have high levels of internet use. According to statistics provided by the China Internet Network Information Centre¹⁷, there were 8,610,000 internet users in Taiwan at the end of 2002; approximately 38.25 per cent of the total population¹⁸. In Hong Kong internet users amounted to 2,370,000 at the end of 2002, approximately 45 per cent of the total Hong Kong population.¹⁹

The China Internet Network Information Centre has been conducting half-yearly surveys on internet usage in China since 1997. Its reports from 1998 to 2003 provide a picture of extremely rapid growth in the number of internet users in mainland China, with the number growing more than 50 fold in five years:²⁰



Report Date	Number of Internet Users
July 1998	1,175,000
January 1999	2,100,000
July 1999	4,000,000
January 2000	8,900,000
July 2000	16,900,000
January 2001	22,500,000
July 2001	26,500,000
January 2002	33,700,000
July 2002	45,800,000
January 2003	59,100,000
July 2003	68,000,000

Although the proportion of internet users in the total population is still small, around five per cent of China's 1.3 billion people, the proportion of the middle class and urban populations with internet access is much higher and it is these segments of the population which primarily purchase imported goods and travel to Australia. Despite the rapid growth in internet use over the last five years, it may take a long time for the proportion of internet users in the general population in China to reach the level of Taiwan (38.25 per cent) or Hong Kong (45 per cent), as China is at a much lower level of economic development than these two regions, yet the potential for growth is enormous. At the present rate of growth, by 2005 China will overtake the United States to have the world's largest internet user population²¹.



Chapter Two: Targeting different Chinese Markets

This chapter discusses the Chinese domestic and international audiences targeted by Australian organisations publishing in Chinese as well as cultural and linguistic issues important for successful translating and publishing for these audiences.

2.1 The Development of Modern Written Chinese

Written Chinese has changed fundamentally over the past century from classical Chinese (文言) to modern standard Chinese, which developed out of vernacular literary Chinese (白話) during the first half of the 20th century. In mainland China, the writing system also changed from traditional characters (繁體字) to simplified characters (简体字) during the second half of the 20th century.

The role of classical Chinese in East Asia was similar to the role of Latin in Europe. Latin spread with the Roman Empire to become the common written language of Europe for many centuries until it was replaced by vernacular languages. Classical Chinese spread over several centuries from the Han Dynasty Chinese Empire (roughly contemporary with the Roman Empire) to become the written language of China, Japan, Korea and Vietnam. Korea and Japan later developed their own scripts, which they mixed with Chinese characters to create separate writing systems, but until the 19th century, classical Chinese was the written language used for most official writing in Japan, Korea and Vietnam. Japan and, to a lesser extent, South Korea continue to use Chinese characters mixed with their own scripts, but North Korea and Vietnam have now abolished the use of Chinese characters. In Japan, during the 20th century, attempts were made to reduce the number of strokes in some characters and to limit the number of commonly used Chinese characters. As a result, in 1946 the Japanese Government published a list of 1,850 (later revised to 1,945) Chinese characters for common usage. In the case of South Korea, the Government issued a directive in 1972 that 1,800 Chinese characters be taught in the school system.

By the 19th century, classical Chinese was almost as divorced from spoken Chinese languages as it was from the languages of other East Asian countries. Classical Chinese has a different grammar and significant differences in vocabulary from modern Chinese dialects. Towards the end of the Tang Dynasty (around the 9th century), a vernacular literary language emerged for occasional use in novels and other less formal writing. In the 19th century proponents of modernisation called for classical Chinese to be replaced by the vernacular language in a bid to raise the literacy rate in China. The 1919 May 4th Movement provided further impetus to this drive and the development of modern standard written Chinese.

Simplification of traditional Chinese characters was pursued through reducing the number of strokes of particular characters and reducing the total number of characters by eliminating redundant, alternate, obscure and unusual ones. For instance, 關 (*guan* – meaning “shut”) was simplified to 关, and 褲 and 袴 (*ku* – both meaning “trousers”),



have been replaced in mainland China by a simplified character 褲. The May 4th New Culture movement in the early 20th century provided impetus for attempts to simplify Chinese characters systematically, which resulted in the development of several plans. In 1956, the Chinese Government promulgated the first *Simplified Chinese Characters Scheme*. A second *Simplified Chinese Characters Scheme* was issued in 1977, but was repealed in 1986 because it led to many people who were literate in Chinese being unable to read the new simplified characters. In 1986, the Chinese Government re-issued a revised *General List of Simplified Characters*.

The issue of simplified characters should be considered in perspective. There are altogether over 50,000 Chinese characters, with fewer than 4,000 characters being commonly used.²² Basic literacy requires the ability to read 2-3,000 characters²³, but most educated readers can read 5-10,000 characters (a Chinese-reader's vocabulary is considerably larger than this because most modern Chinese "words" (詞) are combinations of two or more common characters (字)²⁴). There are 2,235 characters in the 1986 list of simplified characters, but many of these characters are in groups that share the same simplified radicals (components) and there are fewer than 500 discreet character and radical simplifications. Moreover, some of the simplifications have been used in handwriting and calligraphy for centuries and are easily recognised by readers of traditional Chinese characters.

At present, almost all publications in mainland China use the approved simplified Chinese characters, but traditional characters will continue to be used, even on the mainland, for many decades. Some works of literature, history and reference continue to be published on the mainland in traditional characters²⁵. Chinese Government websites such as the Xinhua newsagency²⁶ and Ministry of Foreign Affairs²⁷ provide mirror simplified and traditional character websites to facilitate use by Chinese readers outside the mainland.

While mainland China has moved to simplified Chinese characters, Taiwan and Hong Kong have maintained the use of traditional (also known as complex or full form) Chinese characters. The Chinese-reading regions of the world can be divided in two, with simplified Chinese characters used in mainland China, Singapore and increasingly in Malaysia, and traditional Chinese characters used in Taiwan, Hong Kong, and in Chinese-speaking communities in Indonesia, the Philippines and Thailand and in most other South East Asian and western countries, including Australia, Canada, New Zealand, United Kingdom and United States.

One advantage of Chinese characters is that, because the writing system is not a phonetic alphabet, different language groups can use the same characters and pronounce them differently. However, local dialects in Taiwan and Hong Kong have also had an impact on the divergence of styles in Chinese writing systems. In Taiwan, where the main dialect is Taiwanese (Hokkien), standard characters are used to represent words in Taiwanese and these borrowed characters may mean quite different things from their original Mandarin meaning. In Hong Kong, where Cantonese is spoken, non-standard Chinese characters are used for Cantonese words that do not



have a Mandarin equivalent. Written Cantonese, usually mixed with standard Chinese, is common in popular printed material, such as tabloid newspapers and magazines and in advertisements. Standard written Chinese using Mandarin vocabulary and grammar, even if the characters are pronounced in Cantonese or Taiwanese, is used for all official publications in Hong Kong and Taiwan and most other publications.

The three different social and political systems in China and their respective (and changing) attitudes to the importance of historical continuity and control over language use have also had a major impact on language development in mainland China, Hong Kong and Taiwan.

2.2 Target Markets and their Language Preferences

For Australian organisations publishing in the Chinese language, a major division of Chinese-reading markets is between (1) those people who live in, or visit Australia from, mainland China, Hong Kong, Taiwan and South East Asia, and (2) Chinese Australians. Each of these main groups can be further divided into different language communities with different preferences. To take an extreme example, a written Cantonese advertising slogan may be appropriate if a company is targeting the Hong Kong market, but such an advertisement would not sell product in Shanghai or Taipei.

Mainland China

China has a population of about 1.3 billion. Most linguists divide Chinese into eight major dialect groups: Northern (Mandarin), Wu (Shanghainese), Yue (Cantonese), Southern (Hokkien) and Northern (Fuzhou) Min, Kejia (Hakka), Xiang (Hunan), and Gan (Jiangxi). These dialect groups can be further divided into more, often mutually unintelligible, dialects. China also has many minority languages outside the Chinese language family, such as Tibetan and Mongolian.

Mandarin, or Standard Spoken Chinese (*putonghua* – 普通話), is the official language in China. Most people who are literate can speak Mandarin, which is based on China's "Northern dialect". Although they speak different dialects, people across mainland China always publish and usually write in standard written Chinese, using Mandarin vocabulary and grammar although the characters may be pronounced in the local dialect if read aloud. Mandarin is the language of government, most primary and all secondary school and university education and most broadcasting.

Since the 1950s, students in China have learned simplified characters from primary school, but most high school graduates are able to comprehend texts in traditional characters and few mainlanders who visit countries such as Australia have problems reading traditional characters.

Mainland China differs from Hong Kong and Taiwan in terms of writing style. If a continuum can be visualised with one end being a style close to spoken Chinese and the other being a style close to classical Chinese, modern written Chinese in mainland China is closer to spoken Chinese, whereas written Chinese in Hong Kong and Taiwan



retains more features from classical Chinese. This contrast is more obvious in certain forms of writing, including legal and government documents. In other forms of writing, much academic writing for example, the difference in style between mainland China, Hong Kong and Taiwan is so small that it is negligible.

Since 1949 when the Communist Party won control of mainland China, the country has undergone constant and sometimes disruptive political, social and cultural change. There have been specific attempts to break away from tradition, most infamously during the Cultural Revolution. All this has pushed the written language used in mainland China further away from classical Chinese. In contrast, there has been greater continuity in political, social and cultural life in both Hong Kong and Taiwan, and people there have retained closer links with traditional Chinese culture and classical Chinese writing.

Newspapers in mainland China generally use similar vocabulary and language styles, although the evening newspapers tend to be more informal than the dailies and new highbrow publications such as *Caijing Magazine* 《財經》²⁸ may use a more westernised vocabulary. The official Xinhua Newsagency acts in a supervisory role and provides much content for many newspapers in China and is able to regulate language style and vocabulary usage. Vocabulary is culturally loaded and directly reflects the political and social life of the people. Politically sensitive vocabulary from Taiwan may not be acceptable in mainland China, and vice versa.

Hong Kong

The population in Hong Kong was 6.7 million at the last census in 2001. Under the principles informing China's 1990 Basic Law for the Hong Kong Special Administrative Region, particularly the 'One Country, Two Systems' principle (一國兩制), Hong Kong is able to maintain a separate language regime from the mainland. Hong Kong's official written languages are Chinese and English and its official spoken languages are Cantonese, English and Mandarin. The government's language policy is for Hong Kong residents to be 'bilingual and trilingual' (兩文三語). Cantonese and English are the two main languages of government. Due to the growing integration of Hong Kong into the Pearl River Delta economy, use of Mandarin for trade and official contact with the mainland is increasing. Over 90 per cent of the population speaks Cantonese as a first language and, although many use written English for work, most prefer to read Chinese.

Chinese is published in traditional characters in Hong Kong and most publishing is in standard written Chinese using Mandarin vocabulary and grammar, although the characters are pronounced in Cantonese. Most Hong Kong book shops now have small selections of books published on the mainland in simplified characters, but many Hong Kong people are still not comfortable reading simplified characters.

All of Hong Kong's newspapers are published in traditional characters, but there is a substantial difference in language style between newspapers. Three of the newspapers²⁹ are owned by the Chinese Communist Party and use mainland vocabulary and



language preferences (although not always in the entertainment sections). Two more highbrow newspapers, the *Hong Kong Economic Journal* 《信報財經新聞》 and *Ming Pao* 《明報》³⁰, mostly use a language style and vocabulary that is considered traditional, but acceptable, on the mainland and acceptable in Taiwan. The two most popular newspapers, the *Oriental Daily* 《東方日報》 and *Apple Daily* 《蘋果日報》³¹ (both tabloid in content), use more Cantonese vocabulary, but are mainly written in standard Chinese. Due to the ideographic nature of characters, readers of Chinese who cannot understand spoken Cantonese can still understand the gist of most written Cantonese used in Hong Kong newspapers.

Hong Kong's Official Languages Agency³² has in recent years developed a list of Cantonese characters for use by the Government and for facilitating the development of electronic protocols so written Cantonese can be used in emails and on the internet. Although government agencies, unlike the popular press and advertising agencies, do not normally use written Cantonese, government agencies do use Cantonese characters for recording the names of people and places, and certain agencies, such as the police and courts, may use written Cantonese for transcribing oral statements.

The Hong Kong and Taiwan styles of standard written Chinese used for most publishing have traditionally been close, and language used in Taiwan publications is acceptable in Hong Kong. The mainland style of written Chinese is more acceptable in Hong Kong than in Taiwan, and the difference between mainland and Hong Kong language preferences is slowly narrowing with the steady migration of people and cultural influences from the mainland. Hong Kong, as a regional financial centre, takes a pragmatic approach to accepting other varieties of Chinese.

Taiwan

Taiwan had a population of 22.3 million in December 2002³³. Mandarin (*guoyu* – 國語) is the official language in Taiwan; it is used in schools and everybody with a secondary school education can speak Mandarin. The majority of people speak Taiwanese (Hokkien) as a first language, but there is a large and growing minority that speak Mandarin as a first language and a significant minority of Hakka speakers. Until the 1980s, Taipei enforced a Mandarin-only language policy in the school system and most broadcasting was in Mandarin. Now there are many Taiwanese, or bilingual Mandarin-Taiwanese, radio and TV stations and the first Hakka TV station started in 2003.

Chinese is published in traditional characters in Taiwan. Although many Taiwanese visit and do business on the mainland and can read simplified characters, many more Taiwan people are not comfortable reading simplified characters. Written Chinese in Taiwan has changed less over the past 50 years than has mainland Chinese. The language style used in Taiwan's three major newspapers – *China Times* 《中國時報》³⁴, *United Daily News* 《聯合日報》³⁵ and *Liberty Times* 《自由時報》³⁶ – is generally more traditional than in Hong Kong, but this is changing and the launch in 2003 of a Taiwan edition of the Hong Kong-owned *Apple Daily* 《蘋果日報》³⁷ newspaper may promote faster change. The *United Daily News* website now has a simplified character version targeting mainland and other Chinese readers outside Taiwan.³⁸



Mainland China's changes to standard written Chinese over the past half-century have generally not been accepted in Taiwan. This is partly because accepting mainland language preferences has been seen as compromising Taiwan's identity.

South East Asia

There are large Chinese-speaking populations in most South East Asian countries. Although the younger generation of ethnic Chinese in South East Asia have often not learned Chinese at school, this is starting to change with the growing importance of China to the region.

In Singapore, Mandarin (*huayu* – 華語) is one of the official languages and in line with government policy most publishing is in simplified characters. In Malaysia there is also a move towards the use of simplified characters in local Chinese newspapers. In Indonesia, the Philippines, Thailand and most other parts of South East Asia, Chinese newspapers are published in traditional characters.

Australia

The 2001 Census revealed that well over 2 per cent of the Australian population spoke a Chinese language at home. About 1.3 per cent of the Australian population spoke Cantonese at home and 0.8 per cent spoke Mandarin. This total (2.1 per cent) does not include use of other Chinese dialects recorded in the census, such as Hokkien and Shanghainese.³⁹

Chinese in Australia can be divided into several sub groups: Chinese Australians, students and visitors, including business visitors and tourists from mainland China, Hong Kong, Taiwan and South East Asia.

Australian-born Chinese Australians include those who are second-generation Chinese Australians and those who are third, fourth or fifth-generation. Second-generation Chinese Australians may speak a Chinese dialect – Cantonese, Mandarin or another dialect – that they have learned at home and may read Chinese to some degree. Third or fourth-generation Chinese Australians usually cannot speak or read Chinese unless they have learned it at school or university, nor do they have any greater facility with learning Chinese than any other Australian.

Chinese Australians who were born overseas, unless they came to Australia when they were very young, usually do speak and read Chinese. Migrants with Chinese backgrounds in contemporary Australia came from South East Asia, Hong Kong, Taiwan and mainland China. Traditionally, South East Asia, Hong Kong, and Taiwan have been major regions from which people of Chinese background migrate to Australia. Recently, however, more migrants have come from mainland China.

Australia is a major education-provider attracting students with a Chinese background from South East Asia, especially Malaysia, Singapore and Indonesia, and the three Chinese economies. Hong Kong and Taiwan continue to be major sources of overseas students for Australia. Recently, mainland China has become a more important source



providing the majority of overseas students with a Chinese background, as increasing numbers of people in China can afford to send their children abroad for education at both secondary and tertiary levels.

Source countries and regions from which visitors of Chinese background come to Australia include mainland China, Hong Kong, Taiwan and South East Asia. Visitors can be further divided into two categories – business people and tourists. In recent years, there has been an increase in the number of visitors from mainland China after China designated Australia with approved destination status in 1999. Australia has also become a favourite destination amongst government officials in China for training and site visits.

Among Chinese Australians there are still many more Cantonese speakers than speakers of Mandarin and other dialects, but the number of Mandarin speakers is increasing rapidly. Migration from Hong Kong has fallen in recent years and migration from the mainland continues to increase. This will probably lead within a decade to a majority of Mandarin-speaking Chinese Australians and may also lead, eventually, to greater use of simplified characters.

Historically, publishing in Australia has been in traditional Chinese characters. Currently, all daily Chinese newspapers in Australia use traditional characters. Most Chinese-speaking people in Australia are comfortable reading traditional Chinese characters and there is a large section of the local Chinese-reading population, mainly those who migrated from Hong Kong and Taiwan, who are not comfortable reading simplified Chinese characters. Since newspapers source most of their content from newspapers and websites in mainland China, Hong Kong and Taiwan, and journalists writing for local newspapers are from various linguistic backgrounds, inevitably these newspapers carry reports and articles written using a wide range of vocabulary and other language preferences.

Simplified characters are used in some publications in Australia. Most Australian students studying Chinese as a foreign language use textbooks with simplified characters and usually only study traditional characters if they reach an advanced level at university. One weekly newspaper in Perth, where there is a large Chinese Singaporean community, is published in simplified characters. However, most publications, including those targeting local Chinese and visitors, are still produced in traditional characters because the language background of both locals and visitors is mixed and Chinese-readers educated in simplified characters are more comfortable reading traditional characters than the other way round.

2.3 Targeting Audiences with Appropriate Language Styles

If an organisation is targeting only one Chinese market, the material should be published using the Chinese character, vocabulary and style preferences of that market. The language preferences of the various markets are discussed above (Section 2.2) and Appendix A provides further guidance for translators and publishers.



In Australia, it is usually not feasible to have more than one version of publications targeting Chinese-readers and it is usually published in traditional Chinese characters and using a standard form of written Chinese acceptable to, if not the first preference of, people from various backgrounds. This solution may also be sensible for material produced for the three China markets if the main focus is not mainland China.

For material produced for all three China markets, however, the best solution is to have at least two versions. The cheapest option is to have two versions, one in simplified characters and one in traditional characters, of exactly the same Chinese text. A better option is to have two texts, one version using simplified characters and the vocabulary and language style preferred on the mainland and another version using traditional characters and vocabulary preferred in Taiwan and acceptable in Hong Kong (or if there is a bigger focus on the Hong Kong market, the other way round).

The cost of producing two versions can be substantially reduced through the use of computer software to convert texts from traditional Chinese characters to simplified characters and vice versa. It is advisable to convert from traditional Chinese characters to simplified, as this is more reliable than the other way round. Depending on the project's resources, it would be desirable for the converted text to be edited, particularly vocabulary that may be sensitive or regarded as strange, to suit the target audience.

2.4 Publishing and Reading Chinese on the Internet

As modern computing was designed with English as the basis for programming languages and Chinese is a character and not an alphabet-based language, there are more likely to be problems reading Chinese on the internet than with most other languages.

Chinese characters may be difficult to use with software originally designed for other languages, but software companies are increasingly developing software that is “Chinese friendly”. Microsoft Windows 2000 and XP, for instance, have built-in settings that facilitate use of the Chinese language. In both of these Windows operating systems, traditional and simplified Chinese characters are built in. Traditional characters are usually encoded in “Big5” code and simplified characters are normally encoded in “GB” code, although both Big5 and GB codes can display traditional and simplified characters. Big5 has become associated with traditional and GB with simplified characters and this Big5/GB distinction is used on many websites. Internet browsers are now multilingual, but the different Chinese coding systems still sometimes cause problems.

As with printed material, internet publishing should ideally use the character, vocabulary and style preferences of the target market. The main choice is between publishing in traditional Chinese characters or simplified Chinese characters or whether to publish in both versions of Chinese characters. Publishing in both versions of Chinese characters may be a little more expensive, but as Chinese readers often choose to search the Internet only for web pages using their preferred characters (traditional or simplified) the potential audience is much larger.



Web pages, unlike most printed publishing, are available across the world. Computer software makes it relatively easy to create traditional and simplified versions of the same text and unless an Australian organisation is only targeting one market, there are advantages in having web pages in both simplified and traditional Chinese character versions. Additional resources will be required for proof reading and web design of mirror simplified and traditional character websites. Where just one version is published on the internet it is advisable to use traditional characters, unless an organisation is mainly targeting the mainland market.

To minimise the cost of building and maintaining websites, especially where a large website is involved, an alternative is to provide a piece of software for converting one version of Chinese characters to the other for use by readers when they access the website, with a disclaimer to the effect that no liability will be undertaken for the appropriateness of the other version of Chinese. The Hong Kong Government does this on its website.⁴⁰

A still less expensive method for small websites is to provide PDF files for readers to access. Files in both traditional and simplified Chinese characters can be provided, if desired. This is an economical way of providing basic information on a website. One drawback is that Chinese PDF files are inherently large in size and are slow to load, especially if the reader is in China and accessing an Australian server.

2.5 Cultural Issues: Publishing Original versus Translated Writing

Organisations should be aware of the difference between publishing original material in Chinese and translating English material into Chinese. The English material may have been written with cultural assumptions that are not easily understood or may not be appropriate for a Chinese audience. Much material is perfectly suitable for translating and any material, even poetry and advertising jingles, can be translated to some degree or other, but original material written specifically for the target market is likely to have a greater impact and be better understood.

Writers approach their task with a set of preconceived assumptions, whether consciously or unconsciously, in relation to the audience for whom they are writing. Among other things, these assumptions may include the following:⁴¹

Suitable degree of formality – Employment of a particular style and vocabulary.

Appropriateness – Presenting what the writer assumes is appropriate and avoids what is inappropriate, including open discussion of specific topics, ways of arguing a point of view, and use of certain vocabulary (such as swear words). There is a set of underlying norms to be followed, unless the writer intends to provoke or shock the audience.

Shared knowledge versus new knowledge – Efficient language use conveys what is necessary, but no more. In writing, writers will usually have assumptions about what is shared knowledge between them and their audience, and what is new knowledge.



Consequently, writers will only refer to shared knowledge but will present new knowledge in much greater detail.

Order of importance – Involves the structure of the writing and how ideas are ordered. For instance, a Chinese writer may typically assume that the target audience commonly regards what is said last to be the most important and therefore discuss the most important point towards the end of the writing.

How to make it interesting as well as meaningful – This involves employment of certain devices so as to make the writing more interesting in order to attract the target audience. If it is not interesting, a meaningful piece of writing will not reach the intended audience. The writer for this reason usually approaches writing with an assumption of the best way to make it interesting to the audience. Being interesting does not necessarily mean entertaining, but also enlightening, intellectually stimulating, etc.

Most Australian organisations will be translating material originally targeted at an English-reading audience, but a writer of English, even when writing a piece for translation into Chinese, will always approach writing with a set of assumptions. These assumptions may differ so greatly from those of a native Chinese writer that the piece of writing produced may not be appropriate for the intended audience.

It is not always possible to find a writer who is an expert on the subject matter and able to write original Chinese material. More importantly, most organisations do not have the resources for such publishing enterprises. Sometimes it is possible to give suitable translators a more pro-active role, where necessary, to re-create texts in Chinese instead of simply translating English material into Chinese.



Chapter Three: Translating and Publishing Service Providers

This chapter provides advice on how to select an appropriate service provider in Australia, China, Hong Kong or Taiwan. Separate sections provide practical advice on selecting translators, publishers or printers or web page design service providers, including ensuring competence in relevant language styles for the targeted market.

3.1 Translating, Interpreting and Language Direction

In colloquial English, the distinction between interpreters and translators is sometimes blurred. Another important distinction relates to passive and active language ability or in which language direction a translator or interpreter is competent working.

Many interpreters work in both directions and in relatively informal situations it is often more convenient to have the same person interpreting in both directions. High-level conference interpreters usually have only one “A” language (almost always their native language), which they interpret into from one or more “B” and “C” languages.⁴² In most business and government meetings, each side will have their own interpreter who will interpret into the other language, because each side in a negotiation needs to be confident that their message is being conveyed accurately. Their own interpreter can often be provided with briefing on key points prior to the meeting.

Many translators only work in one direction: translating into their native language. The most difficult types of translation – for example, literature, especially poetry – can only be translated to a level that does justice to the original by somebody who is themselves a gifted writer. A few people are gifted writers in a second language and there are many translators who are competent translating most texts into their second or third language. At the highest professional levels, translators usually only translate into their mother tongue.⁴³

English to Chinese and Chinese to English Translation: Chinese Names

This guide provides advice on publishing in Chinese and translating from English into Chinese, but some Chinese to English translation issues are directly relevant for English to Chinese translation. The romanisation of Chinese personal and geographic names is particularly relevant.

Mainland China’s Pinyin system for transcribing Chinese into roman letters has become the international standard in English language publishing for Chinese geographic and other names. Most libraries in China and Australia also use the Pinyin system for cataloguing Chinese material. Appendix B.1 outlines the Pinyin system. Pinyin has replaced the Wade-Giles system formerly used in Australian and other western libraries. Appendices B.2 and B.3 provide conversion tables for the two systems. There is no standard system for romanising Cantonese. Appendix B.4 outlines the five most common systems for transcribing Cantonese in roman letters.



Many Chinese language newspapers source reports from English language wire services such as Reuters or AFP. In Australian Chinese newspapers, many of the local news articles are translations of English language newspaper articles. When translating into Chinese the English or romanised Chinese name of a person with a name normally written in Chinese characters, it is usually impossible to be sure what the correct Chinese characters should be unless the person is well known. Chinese newspapers usually note after such translations that the Chinese characters used for the name are based on a phonetic transcription (and therefore may not be correct).

Reference books may be useful for finding the correct characters for romanised Chinese geographic or historic names, but with current personal names reference books or websites are of little use unless the person is well known or their exact position in a government or business organisation is known. The difficulty over translation is partly because there are so many Chinese characters with the same sound. Another reason is the lack of standardisation of the spelling or word order of Chinese names. In mainland China, the Xinhua Newsagency has a standard: all personal names are written in Pinyin with the surname first and the given name last with no hyphens used or English names added: Deng Xiaoping, Jiang Zemin, Hu Jintao, etc. But some people in mainland China now add English names and put their surname last when using English. In Hong Kong, Taiwan and among overseas Chinese the situation is even more complicated with almost no standards. With Hong Kong names written in English, the surname may be at the beginning, the middle (preceded by an English given name and followed by a Chinese given name) or at the end. Hong Kong names are usually transcribed from Cantonese, but sometimes from Mandarin. South East Asian Chinese names may be transcribed from any of five or more Chinese dialects.

3.2 Selecting Translators

If an Australian organisation has in-house Chinese language expertise, translation options are more varied. Translation may be done in-house and if translation is contracted out, such organisations may choose to use less-qualified translators because quality control can be performed in-house through checking and editing. If an organisation does not have in-house Chinese language expertise it is important to use a competent professional translation service. Even if an organisation does have in-house language expertise, the Chinese linguist may not be familiar with the language preferences of the target market and in such cases would need to consult with relevant experts.

In selecting translators, two factors need to be considered: familiarity of the translator with the cultural assumptions and Chinese language preferences of the target audience, and the competency of the translator and level of service provided by the translation agency.

As has been discussed in Chapter Two, different target audiences use different styles of written Chinese. For this reason, a translator should be selected from the same background, or at least having a high degree of familiarity with the language



preferences of the target audience. In addition, the translator needs to be well acquainted with the local situation, culture and vocabulary of the source language. A translator in China, for example, would not be a good choice for translating material for a target audience in Australia dealing with issues specific to contemporary Australian society such as community services and social welfare. Unless a translator had lived in Australia, they would probably not be familiar with relevant issues and the associated English vocabulary used locally and Chinese vocabulary used by Chinese-speaking people in Australia. For example, overseas translators have translated “nursing home” as “accommodation for nurses”.

Translation is a professional occupation and as such purchasers of translation services should ensure they utilise a qualified practitioner – in Australia that means accreditation by the National Accreditation Authority for Translators and Interpreters (NAATI)⁴⁴. Australia is one of the world leaders in its accreditation system for interpreters and translators.

As part of NAATI accreditation, translators are required to understand and practise the ethics of the profession, including, among other things, accuracy and confidentiality. Accreditation of translators can be checked with NAATI directly or on the database available on the NAATI website which has a full list of accredited translators organised by language and state of residence. When selecting a translator, as discussed in 3.1 above, the language direction of NAATI accreditation should be noted, i.e. Chinese to English accreditation does not qualify a translator to undertake translation work from English into Chinese. Professional Translator (formerly known as Level 3 Translator) is the minimum accreditation level for practising translators. Advanced Translators (formerly known as Level 4 Translator) hold a higher level of accreditation with more advanced translating skills.⁴⁵

When selecting a translator or translation service, customers should ask about the company’s quality control process. Sometimes an individual translator will be adequate, but most agencies use teams – the primary translator and a checker.

Written Cantonese used to be recognised as a community language in Australia, and NAATI conducted testing in Cantonese as part of its translator accreditation program. In 1996 NAATI combined its Mandarin and Cantonese translator testing programs into a single Chinese translator program, but retained separate Mandarin and Cantonese interpreter testing programs. Most Cantonese speakers write in standard Chinese and anybody qualified as both a Chinese translator and Cantonese interpreter should be competent to translate from written Cantonese if it is necessary. The most likely situation where an Australian organisation may wish to produce material in written Cantonese would be for advertising in the Hong Kong market and any such material would probably need to be produced by a Hong Kong advertising agency in touch with the latest language trends.

In 2003, the Chinese Government announced a new national accreditation system for translators and interpreters. The Ministry of Personnel manages the new



accreditation system. Beijing Foreign Studies University's Translators and Interpreters Training Centre maintains a website with information on the new system.⁴⁶ When selecting translators or translating agencies in Taiwan and Hong Kong, organisations may be able to make use of a professional benchmark, for example, whether the translator or the translating service has an ISO accreditation.⁴⁷

3.3 Translation Services

This section provides practical information on how to locate translation services in Australia, mainland China, Hong Kong and Taiwan.

Comparison of the Costs of Translating in Australia and in China

When selecting a place for commissioning translations, organisations should not make decisions solely on the basis of cost. Other factors need to be considered, which may be more important. As discussed above in Section 3.2 on selecting a translator and in Chapter Two on language preferences in various markets, targeting the audience appropriately should be a major consideration. As mentioned above, if an organisation does not have in-house Chinese language expertise it is important to use a competent professional translation service to ensure quality.

The cost of translating services in Australia and in mainland China varies enormously, with Australia likely to be more expensive than mainland China. Translating services in Taiwan are likely to be more expensive than mainland China, but less expensive than Australia. The cost of translating in Hong Kong may be similar to that in Taiwan, but Hong Kong translators can be more expensive than Australian translators.

Locating Translators in Australia

There are a number of directories useful for finding translators in Australia, including:

NAATI Directory – www.naati.com.au

The National Accreditation Authority for Translators and Interpreters (NAATI) has an online translating practitioner directory service, which allows the search for accredited translators in a variety of languages, including Chinese, in various states and territories.

AUSIT Members Directory – www.ausit.org/

The website of the Australian Institute of Interpreters and Translators (AUSIT) contains an online directory of its members, most of whom are freelance translators accredited by NAATI.

Yellow Pages Telephone Directory – www.yellowpages.com.au

Different from the previously mentioned two directories, the Yellow Pages Directory lists mostly translating businesses. A search using the word “translations” in the online Yellow Pages directory in various capital cities will yield many entries.

Chinese Interpreters and Translators Association of Australia – home.vicnet.net.au/~citaa/

The website has a list of practicing translators with contact details.



Locating Translators in Mainland China

Some directories and portal websites are useful in locating translating services in China although their use usually requires the help of someone who reads Chinese.⁴⁸

A search by “翻譯” (translations) on 新浪網(Sina.com) at **www.sina.com.cn** will yield hundreds of entries, including translating services in Hong Kong and Taiwan. Another portal website is 搜狐網(Sohu.com) at **www.sohu.com**. Similarly, a search by “翻譯” (translations) on this website will also result in a great number of translating services in China.

The Yellow Pages Directory is offered online in China and covers a number of major city centres such as Beijing and Shanghai. For instance, a search using the word “翻譯” (translations) on 北京黃頁(Beijing Yellow Pages) at **www.beijing.yellowpage.com.cn** and a search using the same word on 上海黃頁(Shanghai Yellow Pages) at **www.shanghai.yellowpage.com.cn** will yield several entries.

Another starting point is the Translators' Association of China (中國翻譯工作者協會 **www.tac-online.org.cn**). Although the Translators' Association of China accepts only organisations as members, individual translators can become members of its branch associations in each of the provinces and large major cities. These branch associations may refer clients to their members who practise translating. The Translators' Association of China runs a subsidiary translating service in Beijing (中國譯協北京中外翻譯諮詢公司 (CTIS) Email: **ftchina@public3.bta.net.cn**).

Locating Translators in Hong Kong

The Yellow Pages in Hong Kong at **www.yp.com.hk** can be accessed online to locate translating services. Searches can be conducted in English. A search using the words “Translators & Interpreters” will result in many entries, for example. The portal website **www.yahoo.com.hk** is also a good resource to generate information on translating services in Hong Kong. A search in Chinese using the word “翻譯” (translation), for instance, will produce quite a few entries.

Australian companies and the Australian Chamber of Commerce in Hong Kong may also be good sources of information.

Locating Translators in Taiwan

The Translation & Attestation Association of Taipei (台北市翻譯商業同業公會) can be another contact point for Australian organisations in locating translating services in Taiwan. It keeps a membership list with about 50 member organisations, which can be accessed online at **www.taata.org.tw** (Email: **taata@taata.org.tw**).

Two portal websites in Taiwan are a good source of information in terms of locating translating services: **www.tw.yahoo.com** and **www.google.com.tw**. It is usually better to conduct searches in Chinese. A search in Chinese with the word “翻譯” (translation) on either of these two websites will result in dozens of entries of translating services.



The Yellow Pages in Taiwan at www.tw-online.com.tw is another useful source. Again, searches should be conducted in Chinese by using “產品名稱：翻譯” (product name: translation) at www.tw-online.com.tw/Chinese/Online.asp.

3.4 Publishers and Printers

This section provides practical information on how to locate publishing and printing services in Australia, mainland China, Hong Kong and Taiwan.

Cost and Quality in Publishing and Printing

The cost of desktop publishing and printing varies between Australia and the three China regions, but not as much as the cost of translation services.

Desktop publishing and printing is usually more expensive in Australia than in Hong Kong and Taiwan. The cost in China, in general, is lower than in Hong Kong and Taiwan. However, some printers in China charge more than in Hong Kong, especially those with the most advanced printing facilities and technology. It should be noted that some printers in China may also have different systems of quoting for foreigners and for local people and the quotes they produce for foreign organisations may be much higher than for local organisations.

In terms of quality, it is not easy to compare between the regions. The quality of publishing and printing depends on the publishing designers and the printing machine operators involved. There are competent and not-so-competent publishing designers and printing machine operators in Australia and in China and quality varies within each of these regions. The greater control an organisation is able to have over the process of publishing and printing, the better quality outcome. Therefore, a factor that should be considered when selecting a region for publishing and printing is the degree of control one can have over the designing and printing process. In addition, different software capabilities and compatibilities need to be considered. For example Quark is widely used in Australia, but may not be in China and Taiwan. In this sense, organisations in Australia may be better off selecting publishing and printing services in Australia, as it is easier to have input into the process.

Locating Information on Services in Australia

There are different approaches when finding publishers for newspaper advertisements and finding publishers and printers for brochures and other publications. For publishing newspaper advertisements, organisations should contact the various publications (listed in Chapter One) directly for circulation details and other information including costs and special advertorial deals.

For publishing and printing brochures and other material, the Yellow Pages, especially online Yellow Pages (www.yellowpages.com.au) may be the most effective way of locating publishing and printing services in Australia. For most organisations wishing to publish in Chinese, desktop publishing would probably be most appropriate given the scope of publishing involved. There are many desktop publishing and typesetting



services available in Australia. Searches can be conducted online in the online Yellow Pages using the word “typesetting”, the term “desktop publishing” and the term “printers-general” for various major cities.

To minimise the time spent on finding services that handle publishing in Chinese, one option may be to contact major translating services, as they also handle desktop publishing and even printing for their clients. Another option would be to visit your local China Town and if you cannot find a Chinese printer there ask a Chinese newsagent if there are any Chinese printers in the vicinity.

Locating Information on Services in Mainland China

Information on printing services in mainland China can be located by searching in Chinese on several portal websites in China. The words “桌面出版” (desktop publishing) and “印刷” (printing) can be used in conducting searches on 新浪網 www.sina.com, 搜狐網 www.sohu.com, 網絡實名 www.3721.com which all have a lot of information on publishing and printing services.

Locating Information on Services in Hong Kong

Two portal websites are useful in searching for publishing and printing services in Hong Kong: www.yahoo.com.hk and the online version of Hong Kong Yellow Pages www.yip.com.hk.

Locating Information on Services in Taiwan

臺灣黃頁 (Taiwan Yellow Pages) www.tw-online.com.tw is a useful tool for locating information on publishing and printing services in Taiwan. Both English and Chinese can be used for searching.

There are some useful websites in Taiwan on which information on publishing and printing services can be located. www.tw.yahoo.com and www.google.com.tw/ are both useful resources. Searches, however, can only be conducted using Chinese. The words “印刷” (printing) and “桌上排版” (desktop publishing) can be used to conduct searches.

On www.google.com.tw/, it is best to choose “搜尋繁體中文網頁” (searching traditional Chinese web pages) when conducting searches for services in Taiwan, although “搜尋所有網站” (searching all websites) and “搜尋所有中文網頁” (searching all Chinese web pages) are also available. The first option will mainly produce websites in Taiwan rather than in other regions.

3.5 Chinese Web Page Design Services

This section provides practical information on how to locate web page design services in Australia, China, Hong Kong and Taiwan.



Cost and Quality of Web Page Design

The cost of web page design varies greatly between Australia, mainland China, Hong Kong and Taiwan. In Australia the cost of web page design services in Chinese can be ten times higher than in mainland China, and perhaps four times higher than in Hong Kong and Taiwan.

In terms of the quality of web page design, there may not be much difference across these different regions, as Australia, mainland China, Hong Kong and Taiwan are all strong in IT technology, although obviously finding appropriate Chinese language skills may be more of an issue in Australia. It is advisable to check service providers' websites, which reflect the quality of their work. A point to consider when selecting a region for web page design is how much one can be involved in the design process and how much input one can have at various stages of web page design, as this is conducive to ensuring a satisfactory outcome. It is worth pointing out that a good website starts with good original text or translation. If the language is appropriate to the target audience, the site has a better chance of being successful.

Locating Information on Web Page Design in Australia

The online Yellow Pages is the most convenient and effective tools for locating web page design services in Australia. A search with the phrase "Internet Web Services" can yield many entries in each of the major cities. Only a few of these services design Chinese web pages. Therefore, their websites need to be checked to determine which ones provide Chinese language web page design.

Alternatively, the portal website www.google.com.au can be searched for locating web page design services in Australia. This is not as effective a way of searching as the online Yellow Pages.

Locating Information on Web Page Design in Mainland China

Four portal websites are useful for locating web page design services in mainland China: 新浪網 www.sina.com; 搜狐網 www.sohu.com/; 網絡實名 www.3721.com/; and 雅虎網 www.yahoo.com.cn. A search using the word "網頁製作" (web page making) or "網頁設計" (web page design) will obtain hundreds of results.

Locating Information on Web Page Design in Hong Kong

Two websites in Hong Kong are useful for locating information on web page design services. One is 香港雅虎網 www.yahoo.com.hk. Searches can be conducted in both Chinese and English. A search using the word "網頁製作" (web page making) will result in hundreds of entries. The online Yellow Pages in Hong Kong www.yip.com.hk/ is also a useful tool. Searches can be conducted in English or Chinese. Search using the phrase "Internet – Web Page Design & Hosting" in English or the phrase "互聯網 – 網頁設計及儲存" (Internet – Web Page Design & Storage) in Chinese.



Locating Information on Web Page Design in Taiwan

Three websites in Taiwan may be useful for locating information on web page design – 臺灣雅虎網 www.tw.yahoo.com (searches can only be conducted in Chinese using the phrase “網頁設計” (web page design)); www.google.com.tw (Searches can be conducted in English or Chinese, but to locate web page design services in Taiwan rather than the whole region, it is best to use “搜尋繁體中文網頁” (searching web pages in traditional Chinese) using the phrase “網頁製作服務” (web page making service)); and 臺灣黃頁 (Taiwan Yellow Pages) www.tw-online.com.tw (searches can be conducted in English and Chinese using “網頁設計” (web page design)).

Endnotes

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Zhuang Weijie (莊偉杰), “Australia’s Chinese Media”, Yuehaifeng Web Journal, 4th edition, 2003, www.yuehaifeng.com.cn/YHF2003/yhf2003-4-17.htm
- 2 The National Library of Australia has copies of the Chinese Australian Herald from 3 January 1896 – 25 August 1923 & the National University of Singapore Library has 26 April 1895 – 25 August 1923 www.lib.nus.edu.sg/chz/chineseoverseas/oc_chlnm.htm
- 3 Liu, Weiping, Chinese Newspapers in Australia from the Turn of the Century (Translated by Sang, Y and J. Fitzgerald), The Chinese Heritage of Australian Federation Project, www.chaf.lib.latrobe.edu.au/chinese_newspapers.shtml.
- 4 The Chinese Heritage of Australian Federation Project, The Tung Wah Times: A Window into Chinese Community History, www.chaf.lib.latrobe.edu.au/tungwah.shtml
- 5 Liu, Weiping, www.chaf.lib.latrobe.edu.au/chinese_newspapers.shtml
- 6 eg. Banking products, Cable TV, Cars, Electric goods, Fashion, Furniture, Graduate courses, Hi Fi, Kitchens, Law firms, Loans, Lottery, Migration agents, Personal services, Pianos, Private school, Real estate properties, Restaurant, Telecommunication, Trades, Training courses, Travel.
- 7 [www.nationalsecurity.gov.au/www/rwpattach.nsf/viewasattachmentPersonal/380339F19DDEC051CA256CCD0018812E/\\$file/Chinese.pdf](http://www.nationalsecurity.gov.au/www/rwpattach.nsf/viewasattachmentPersonal/380339F19DDEC051CA256CCD0018812E/$file/Chinese.pdf)
- 8 www.centrelink.gov.au/internet/internet.nsf/languages/zh.htm
- 9 Examples of major publications in the Chinese language published by state governments:

New South Wales

Sydney, NSW – First in Business in Australia, 《悉尼，新南威尔斯州 – 您在澳大利亚的商务首选》，NSW Department of State and Regional Development 2002

Spot It, Help Stop It – Child Abuse and Neglect, 《發現它，協助制止它 – 預防對兒童的虐待和忽視》，NSW Department of Community Services 2003

How We Help – A Guide to Community Services, 《我们如何提供帮助- NSW Department of Community



Services 指南》, NSW Department of Community Services 2003

Parents Guide to Schools, 《給家長的學校指南》, NSW Department of Education and Training 2001

The School Counselling Service – Information for Parents and Careers, 《學校輔導服務 – 給家長和照顧者的資訊》, NSW Department of Education and Training 2001

Victoria

Getting out and how to survive it 《出獄及以後怎樣生存》, VACRO – the Victorian Association for the Care and Resettlement of Offenders, 2002-03.

Parentlink Magazine 《家長連接》, The Department of Education & Training

Renting in Victoria: A guide for newly arrived migrants and refugees 《在維州租賃住宅 – 新移民和難民的指南》, Equal Opportunity Commission Victoria.

You and Family Law 《你和家庭法》, Victoria Legal Aid; Applying for an intervention order 《申請幹預令》 and Responding to intervention order 《對幹預令作出回應》, Victoria Legal Aid and Victoria Law Foundation 2001.

Draft State Disability Plan, October 2001 《維州助殘計劃草案》, Victorian Government Department of human Services.

Queensland

2001-2002 Report to the Premier on the Implementation of the Multicultural Queensland Policy (www.premiers.qld.gov.au/about/maq/pdfs/premier_2001_2002.pdf)

- 10 DFAT, EAU, China Embraces the World Market, 2002, p190.
- 11 Early Chinese websites included:
 - HongKong.Com (香港網) hongkong.com, Hong Kong, established in 1995
 - HiNet (HiNet 網) www.hinet.net, Taiwan, established in 1995
 - Yam.Com (番薯藤) www.yam.com, Taiwan, established in 1995
 - China Times (中時電子報) news.chinatimes.com, Taiwan, established in 1995
 - Muzi.Com (木子網) www.muzi.net, Taiwan, established in 1995
 - (奇摩) tw.yahoo.com, Taiwan, established in 1996
 - Sina.Com (新浪網) www.sina.com.cn, China, established in 1996
 - Sohu.Com (搜狐) www.sohu.com, China, established in 1996
 - Shanghai Online (上海熱綫) www.online.sh.cn, China, established in 1996
 - NetEase.Com (網易) www.163.com, China, established in 1997
 - PCHome www.pchome.com.tw, Taiwan, established in 1998
 - Yahoo China (雅虎中國網站) www.yahoo.com.cn, China, established in 1999
 - China.Com (中華網) www.china.com, China, established in 1999
 - Chinesenewsnets.com (多維新聞網) www2.chinesenewsnets.com, USA, established in 1999
- 12 www.nla.gov.au/asian/lang/cis.html#Gate
- 13 Some Australia-based Chinese websites include:
 - Australia Daily (澳洲日報) www.ausdaily.net.au (traditional Chinese)
 - eYah.com (啲呀網) www.eyah.com.au (traditional and simplified Chinese and English)
 - Haoyah (好亞) www.haoyah.com (traditional and simplified Chinese and English)
 - Uptopup.com (上上全球中文網) www.uptopup.com (simplified Chinese)
 - Chinatown (唐人街) www.chinatown.com.au/default.asp (traditional Chinese and English) Guide to Chinatown in Sydney
- 14 Some websites of government agencies and government-funded bodies with Chinese pages:
 - Australian Embassy in Beijing www.austemb.org.cn/ (simplified Chinese)
 - Australian Consulate General in Shanghai www.aus-in-shanghai.com.cn/ (simplified Chinese)
 - Australian Consulate General in Hong Kong www.australia.org.hk/cindex.htm (traditional Chinese)
 - Australia–China Council www.dfat.gov.au/acc/ (traditional and simplified Chinese)
 - Department of Immigration & Multicultural & Indigenous Affairs – www.immi.gov.au/search_for_multilingual.htm (traditional and simplified Chinese)
 - Invest Australia – www.InvestAustralia.gov.au (traditional and simplified Chinese)



- Tourism New South Wales – www.sydneyaustralia.com/ (traditional and simplified Chinese)
 - South Australian Tourism Commission – www.southaustralia.com.sg/z-index.asp (simplified Chinese)
 - Tourism Queensland – www.queensland.com.hk/ (traditional Chinese)
 - Tourism Council Tasmania Ltd. – www.discovertasmania.com.au/home/index.cfm (simplified Chinese)
 - Tourism Victoria – www.visitvictoria.com/ (traditional and simplified Chinese)
 - Australian Commerce and Industry Office in Taiwan www.australia.org.tw/index_ch.asp (traditional Chinese)
 - Radio Australia – www.abc.net.au/ra/ (simplified Chinese)
- 15 Some Company and Business Association websites with Chinese pages:
- Australia–China Business Council – www.acbc.com.au/index.html (simplified Chinese)
 - www.anz.com.tw/general/importantinfo_chin.asp (traditional Chinese)
 - www.bhpbillitonchina.com/cn/ (simplified Chinese)
 - www.mallesons.com/our_firm/5955168W.htm (traditional Chinese)
- 16 Some university websites with Chinese pages:
- University of Canberra – www.blis.canberra.edu.au/chinacentre/cn/cn_index.htm
- 17 中國互聯網絡信息中心 www.cnnic.net.cn/e-index.shtml
- 18 Statistical Report on the Development of Internet in Taiwan 《臺灣地區互聯網絡發展狀況統計報告》
www.cnnic.net.cn/develst/2003-1/f2.shtml
- 19 Statistical Report on the Development of Internet in Hong Kong 《香港地區互聯網絡發展狀況統計報告》；
www.cnnic.net.cn/develst/2003-1/f2.shtml
- 20 Compiled from data provided in Statistical Reports on the Development of Internet in China 1998–2003 《中國互聯網絡發展狀況統計報告》1998-2003 www.cnnic.net.cn/develst/
- 21 Sina.Com, corp.sina.com.cn/chn/sina_intr.html

Chapter Two: Targeting different Chinese Markets

- 22 The standard Xinhua Dictionary lists 10,000 characters including variant forms. 漢英雙解新華字典，商務印書館國際有限公司，2000 (Xinhua Dictionary with English Translation, Commercial Press). The Kangxi Dictionary (康熙字典) published in 1716 listed around 47,000 characters.
- 23 William McNaughton & Li Ying, Reading and Writing Chinese: A Guide to the Chinese Writing System, Tuttle Publishing, 2000 Revised Edition. One of the best reference/text books for foreign learners of Chinese.
- 24 The first dictionary inside or outside China to list Chinese words alphabetically rather than under character headings was John DeFrancis' ABC Chinese-English Dictionary, Allen& Unwin, 1996.
- 25 For example, the 12 volume Comprehensive Chinese Dictionary was published in 1990 with definitions in simplified characters combined with examples of usage in traditional characters: 羅竹風(主編), 漢語大詞典, 漢語大詞典出版社, 上海, 1990.
- 26 www.xinhua.org/
- 27 www.mfa.gov.cn/
- 28 www.caijing.com.cn
- 29 www.wenweipo.com/; www.takungpao.com.hk/
- 30 www.mingpaonews.com/
- 31 www.atnext.com/
- 32 In July 2003, Hong Kong's Official Languages Agency lost its separate status and became the Civil Service Bureau's Official Languages Division. Its publications are available online:



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www.csb.gov.hk/hkgcsb/doclib/general.pdf

- 33 Government Information Office, The Republic of China Yearbook – Taiwan 2002:
www.gio.gov.tw/taiwan-website/5-gp/yearbook/chpt02-1.htm#1
- 34 news.chinatimes.com/
- 35 udn.com/NEWS/main.html
- 36 www.libertytimes.com.tw/
- 37 www.appledaily.com.tw/
- 38 gb.udn.com/gb/udn.com/NEWS/mainpage.shtml
- 39 225,300 people speak Cantonese (1.3% of the population) and 139,300 (0.8% of the population) speak Mandarin at home. Australian Bureau of Statistics, 2001 Census of Population and Housing:
www.abs.gov.au/ausstats/abs@.nsf/0/E54617D3F3121040CA256CAE00053FA7?Open
- 40 sc.info.gov.hk/dsclmr/gb/www.info.gov.hk/index_c.htm
- 41 Shaul, D. and N. L. Furbee, Language and Culture, Prospect Heights, Ill : Waveland Press, 1998.

Chapter Three: Translating and Publishing Service Providers

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- 43 www.fit-ift.org/ The website of the International Federation of Translators provides links to the websites of associated organisations. www.aic.ch/en/ The website of the International Association of Conference Translators provides information on this profession. www.lai.com/trorg.html also has a list of relevant links.
- 44 www.naati.com.au/
- 45 NAATI Manual for Candidates, National Accreditation Authority for Translators and Interpreters, Canberra, 2002.
- 46 Beijing Foreign Studies University's 全國翻譯培訓網: www.beaktrans.com/default.asp
Ministry of Culture's 中國外文局, 全國翻譯資格考試考評中心: www.wwjtraining.com/trankaoshizhuanqu.htm
Ministry of Personnel/中國人事部: www.mop.gov.cn/
- 47 www.hkts.org.hk/index.html – The Hong Kong Translation Society is an academic society and does not refer members for commercial translation.
- 48 See references at note 46 above (www.beaktrans.com/default.asp) for developments with China's new translators' accreditation system and any new directories for obtaining qualified translators in China.



Appendix A: Style Guide

This guide is aimed at translators, publishers or project managers who can read Chinese. Project managers may wish to refer subcontractors to this appendix as a guide on appropriate language styles.

A.1 General Considerations

Stylistic Preference

Consideration should be given to the choice of language style in terms of how much, if any, classical language should be used in Chinese translation.

There is a balance to be struck. A good translation needs to reflect the style of the original text in the target language as well as be readable and accessible to as many readers as possible. If an original text is written in very formal language with a classical flavour, the translation needs to reproduce this feel by employment of classical Chinese to an appropriate extent without overdoing it.

Official writing is formal, and in some cases a very formal and rigid style of English is used. This needs to be reflected in the Chinese translation. In order to be consistent with the original text, colloquial Chinese expressions should not be used in translating official writing, and the use of some classical expressions may be desired. The following table lists some Chinese expressions commonly used in official writing, with their equivalent everyday Chinese expressions:¹

Expressions in Official Writing	Everyday Equivalents
茲，現	現在
之（代、介、助詞）	他，它；的；此，這
至此（副）	到現在，到這一步
就此（介）	就這一點；關於這一點
爲此（副）	為這一點；爲了這個
於（介）	在於，至於；給（以）；在， 在……中；對於；由於
謹（副）（表示謙恭之詞）	（現代漢語無對應詞）
上述（代、形）	上面所說的，上面提到的
本（代：本組織）	我們這個（組織）
略（副：略高於……）	稍微（比……稍微高一點）
頗（副：頗爲費解）	很（很費解）
欠（副：欠妥）	不夠（不夠妥當）



Expressions in Official Writing**Everyday Equivalents**

未（副：未必；未嘗不可）

不一定是；不一定不可以

未曾（未嘗）

“曾經”的否定式，現代漢語無對應詞，相當於“過去沒發生過”

均（副：均按……）

都（都按照……）

Translating Proper Nouns

Proper nouns, such as personal names, geographic names, organisation names, company names and titles of publications, etc., are translated in different ways by different translators. Sometimes translations of proper names are based on the original meaning of the English word(s) and sometimes transliteration is more appropriate. Sometimes the translation is a combination of a meaning translation and transliteration (eg. New Zealand: 新西蘭). There are guides available for translating some forms of proper nouns for various markets, such as *A Handbook on Translating Foreign Geographic Names* 《外國地名譯名手冊》² for the mainland China market. To make it easier for the reader to trace back the translation to the original name or title, it is often best to include the original name in brackets after the Chinese translation when translating proper nouns, such as:

諾曼頓 (Normanton)

彼得•約翰遜 (Peter Johnson)

澳中理事會 (Australia China Council)

天地股份有限公司 (Heaven and Earth Pty Ltd)

The provision of the English term will make it easier for the reader to refer to the original names and titles should there be a need to do so.

Translators should also be careful about translating the titles of artistic works, such as Chinese films, created for international markets and given an official English and Chinese name by the producer. Translations of major movie titles sometimes differ in mainland China, Hong Kong and Taiwan. In addition, the official English name is often not a direct translation of the Chinese name. It would be misleading to create a new Chinese name when a translator was, for example, called upon to translate the English title of a Hong Kong movie into Chinese for the movie section of an airline's entertainment guide. In such cases, research is required to find out what the correct Chinese name is. 《英雄本色》 would not be the obvious translation for “A Better Tomorrow”, for example.

The production of Chinese Business cards requires special attention. Issues may include how to translate the name of an organisation or person, whether to retain the original name, use a transliteration or adopt a Chinese name. Sometimes there is no exact equivalence in organisational structure, for example between Australian and Chinese Government departments.



A.2 Australian Chinese

Traditional Chinese characters should be used for publishing in Australia or for an international audience not focussed on mainland China.

Given the multipolar characteristics of the Chinese reading public in Australia with Chinese-speaking people from various geographic and cultural backgrounds, a decision has to be made on the most suitable Chinese language style for publications targeting Chinese in Australia. The language style chosen for Australia is also likely to be acceptable for material targeting an international Chinese readership including readers in mainland China, Hong Kong and Taiwan.

A number of Hong Kong publications target an international Chinese-reading audience and may serve as useful models for Australian publishing. 《亞洲週刊》(Yazhou Zhoukan)³, part of the Ming Pao Group, markets itself as “The only International Chinese Newsweekly” and is sold in South East Asian and Western countries as well as in Hong Kong and Taiwan. 《亞洲週刊》uses official UN-translations of Chinese geographical terms and proper nouns, which are based on mainland usage, as well as Hong Kong Government writing guides for reference, but does not always follow these standards. In terms of usage directly relevant to Australia, for “Sydney” 《亞洲週刊》uses 悉尼 (preferred on the mainland) instead of 雪梨 (preferred in Taiwan), but for “Australia” 《亞洲週刊》uses 澳洲 (preferred in Hong Kong, Taiwan and Australia) instead of 澳大利亞 (preferred on the mainland).

The diverse varieties of the Chinese language used in Australia are most noticeable in the vocabulary used by people with different Chinese backgrounds. This presents a challenge to publishers and translators, because they need to make a choice as to which lexical items should be used to target the general readership in Australia. In making this decision, several issues need to be considered. These include how current a particular lexical item is, whether it is acceptable to the majority of Chinese speakers, how accurately it reflects the meaning as expressed in the original text, and whether it is socially and culturally sensitive in the Australian setting.

In addition, there is an emerging vocabulary unique to the Australian situation. The development of an indigenous Australian-Chinese lexicon or “Chinese Australianisms” is happening through the translation of technical terms that are used in a specific way in the Australian social system (such as “設定比率(deeming rates)” in the pension system).⁴ Sometimes proper nouns are retained in their English form when used in Chinese texts. For example “Centrelink” is not translated in the Chinese version of the newsletter “Age Pension News for Seniors”⁵.

In terms of style guides for writing Australian Chinese, any of the publications described in the following sections on Hong Kong Chinese, particularly the Hong Kong Government publications available on the internet, or mainland Chinese would be useful guides. However, as noted above, for writing in some subject areas, consideration also needs to be given to accepted Australian Chinese usage.



Australia

There are two translations widely used for “Australia”: 澳大利亞 and 澳洲. 澳大利亞 is mostly used in mainland China, but is also found in official documents in Taiwan. 澳洲 is not used as much on the mainland, certainly not in formal writing, and tends to be used more in southern China than northern China. 澳洲 is the preferred name for Australia in Hong Kong, Taiwan and in the Australian Chinese press. In Beijing the Australian Embassy is called the 澳大利亞大使館, but in Hong Kong the Australian Consulate-General is called the 澳洲總領事館.

The first Chinese name used for Australia was probably 新金山⁶, but both 澳洲 and 澳大利亞 have been used in Chinese for at least one hundred years. 澳洲, as with 新金山, originally referred to all of Australasia including New Zealand. 澳大利亞 has been the official Chinese term for Australia since at least the 1940s. The 1947 辭海 dictionary defines 澳大利亞 as both the name of the country and the name of the continent. Mainland dictionaries usually define 澳洲 as an alternative geographical name for the Australian continent (澳大利亞大陸). 澳洲 literally means the “Ao” (“inlet” or “bay” – also used for Macau: 澳門) continent, while 澳大利亞 is a transliteration of the English word “Australia” on the basis of Mandarin pronunciation. 澳洲 looks simpler and more balanced in Chinese, but 澳大利亞 sounds closer to the name used by Australians themselves. The Japanese and Korean names for Australia are usually written in their respective phonetic scripts, but the Japanese sometimes use 豪州 and the South Koreans sometimes use 濠洲.

In mainland China 澳大利亞 is the translation approved by the official Xinhua Newsagency and all mainland organisations must use this word for formal writing. Outside mainland China, Chinese writers, including in Australia, seem to prefer 澳洲. Several western countries were given two-character Chinese names when they first attempted official contact with China two or more centuries ago including the United Kingdom, United States and France: 英國, 美國, 法國. Most countries with transliterated Chinese names – such as 澳大利亞 – only became known to China in the late 19th and 20th centuries. Some of the “new” countries were also given two-character Chinese names such as Iceland which has a meaning-based geographic name, 冰島, a little similar to 澳洲.

Both 澳洲 and 澳大利亞 are acceptable translations for “Australia”. 澳大利亞 is likely to remain the official name for Australia used in mainland China. Hong Kong, with its separate language system, will probably continue to use 澳洲, which seems to be strongly preferred by Cantonese speakers. Most Taiwan writers also prefer 澳洲. There are advantages to having two Chinese terms for Australia as it allows writers to add variety to writing in which Australia and Australian are repeated many times.

Indigenous Australians

The Chinese words commonly used for “Aboriginal” and “Indigenous Australians” are 土著人 and 原住民. 土著人 is the most common translation used in mainland China, but many Chinese speakers in Australia feel that 土著人 implies these peoples are backward. 原住民 is now the standard term used for and accepted by indigenous



peoples in Taiwan. 原住民 is a neutral term without any negative connotation and should be used by Australian organisations publishing in Chinese.

Chinese Australians

The Chinese words commonly used for “Chinese Australian” include 華裔澳洲人, 華裔澳大利亞人, 澳籍華人, 澳洲華人, and 澳大利亞華人. 華裔澳洲人 and 華裔澳大利亞人 are both good translations for Chinese Australian. 澳籍華人 literally means “Chinese people with Australian citizenship” and 澳洲華人 and 澳大利亞華人 mean “Australian Chinese”. In English, some people instead of using “Chinese Australian” use “Australian Chinese”, but in most situations the preferred English term is “Chinese Australian”. Usually the term is describing a type of Australian: Chinese Australians, Asian Australians, Greek Australians and Indigenous Australians. The reason why “Chinese Australian” is the preferred English term becomes obvious when one considers using “Australian Asian” rather than “Asian Australian”. Similarly in Chinese, 華裔澳洲人 should be preferred to 澳洲華人. A new Chinese word which is not used much yet is 華裔澳人. If the context is clear, 華裔澳人 may be used instead of 華裔澳洲人 or 華裔澳大利亞人. Similarly with “Asian Australian”, if the Australian context is clear, 亞裔澳人 may be used instead of 亞裔澳洲人 or 亞裔澳大利亞人.

Other Vocabulary Choices

The words 州 and 省 are used to translate the word “state” as in the State of New South Wales. 州 is a better translation of the word “state”, as it implies autonomy, whereas 省, meaning “province”, usually implies that it is an administrative unit under the central government with less control of its own affairs than a 州. Given Australia’s constitutional system, it is preferable to use 新南威爾士州 (新州)、維多利亞州 (維州)、昆士蘭州 (昆州)、西澳州、南澳州 and 塔斯馬尼亞州 instead of 新省、維省、昆省 and 西澳省.

There are two acceptable translations for “Sydney”: 雪梨 and 悉尼. 雪梨 has traditionally been used by people from Hong Kong and Taiwan, while 悉尼 is used by people from mainland China. Over the past decade, young people from a Hong Kong background have started to use 悉尼 instead of 雪梨. Some people feel that the characters for 雪梨 look and sound better than 悉尼, although 悉尼 sounds more like the English word.

A.3 Mainland Chinese

For the mainland China market, simplified Chinese characters should be used. Publications should use mainland preferences for geographical terms and other vocabulary items.

There are many style guides available in China. 《新編大學實用寫作》(A New University Course in Practical Writing)⁷ is one good example. 《新編大學實用寫作》 is intended as a textbook for use at the tertiary level in China and to train students to become competent writers of various documents.



The book is comprehensive, covering writing for various areas of China's rapidly modernising society, including administrative documents, business writing, documents relating to foreign trade, scientific writing, legal writing, rules and regulations, advertisement writing, media writing, speeches and debates, protocol and letter writing, and argumentation.

The book contains information on new forms of writing, such as writing internet news. It is also practical, outlining concepts, functions, features, main content, format, structure and requirements for each kind of writing, so that the student will know how to proceed with actual writing after reading it. A useful feature of the book is that it includes typical examples, on which translators may model their translations.

Another style guide for translating and publishing is 《實用文體寫作大全》(A Complete Guide on Practical Writing).⁸ The book contains four parts, dealing with the following topics:

- Part one: administrative documents (行政公文), including rules and regulations, official business documents, meeting minutes and other official documents.
- Part two: legal documents (法律文書), including notarial documents.
- Part three: business documents (商務文書), including financial and economic documents, documents relating to stewardship, taxation documents, contracts and agreements, and documents relating to properties.
- Part four: advertisements, scientific documents and local records etc. (廣告、科技與地方誌等), including patent documents, scientific reports, local chronicles, family history, and resume and critical biography.

This book is comprehensive, covering a wide range of topics and for each kind of writing, explains its implications, outlines its features, describes how it should be written, and includes a sample document.

《中國實用文體大辭典》(A Dictionary of Practical Styles of Writing in China)⁹ is a comprehensive guide on practical writing in Chinese. Although published some years ago, this publication remains useful to translators, especially the appendices which include:

- 《標點符號的用法》(Use of Punctuation)
- 《容易用錯的標點符號》(Punctuation that is Easily Misused)
- 《關於出版物上數字用法的試行規定》(Interim Provisions on the Use of Numerals in Publishing)
- 《中華人民共和國法定計量單位》(Legal Units of Measurement in the People's Republic of China)



- 《中國歷代朝代公元對照表》 (Cross Reference of Years of Dynasties in China and the Christian Era)
- 《世界主要貨幣》 (Major Currencies in the World)
- 《書信一般稱謂一覽表》 (General Appellations Used in Letter Writing)
- 《書信傳統稱謂一覽表》 (Traditional Appellations Used in Letter Writing)

Other useful reference works include: 《外國地名譯名手冊》¹⁰ and 《英漢金融財務用語匯編: 中國大陸、香港、臺灣 譯名對照》¹¹

A.4 Hong Kong Chinese

For the Hong Kong market, traditional Chinese characters should be used. Publications should use Hong Kong preferences for geographical terms and other vocabulary items.

When translating or publishing for the Hong Kong market, the Guidebooks on Official Chinese Writing 《政府公文寫作手冊》, published by the Hong Kong Official Languages Agency are useful reference works.¹² The publication of this series of comprehensive writing aids began in 1997 and aimed to assist civil servants in the use of the Chinese language. The series includes the following six guidebooks:

- 《總論》 (General Principles)
- 《便箋》 (Memoranda)
- 《錄事》 (File Minutes)
- 《會議文書》 (Minutes of Meetings and Related Documents)
- 《通告類文書》 (Circulars, Circular Memoranda and Notices)
- 《公函》 (Official Correspondence)
- 《政府公文實例 – 行政及人事》 (Samples of Official Chinese Writing – Administrative and Personnel Matters)

Although this series of guidebooks is intended for use by public servants, the principles involved can be applied to writing in general for Hong Kong. Therefore, they are appropriate guides to follow in translating and publishing for the Hong Kong market.

As far as the writing style is concerned, the Guidebook on Official Chinese Writing – General Principles 《政府公文寫作手冊 – 總論》 (p4) recommends the use of clearly written and easy-to-understand vernacular (白話) writing, to which most people are used, instead of classical Chinese (文言). However, it also allows the limited use of simple classical phrases where appropriate, such as when responding to letters written in classical Chinese. Further, the guidebooks recommend against the use of syntax from western languages, hollow polite formulae, rare words or colloquial expressions.



On which version of Chinese characters should be used, the Guidebook states that documents published by the Hong Kong Government are all in traditional Chinese characters, with simplified characters used only in special circumstances. The guidebooks also recommend the use of computer software to achieve economies by converting traditional into simplified Chinese characters when publishing documents in simplified characters¹³.

On punctuation usage, the Guidebooks recommend following the 《中華人民共和國國家標準標點符號用法》 (National Standardised Use of Punctuation in the People's Republic of China).

On the issue of whether to use Arabic numerals or Chinese characters, the Guidebooks stress consistency and provide specific rules covering where numerals in Chinese characters should be used and where Arabic numerals should be used.

There is a glossary of commonly used expressions in both Chinese and English at the end of each of these Guidebooks relevant to the type of documents covered. The glossary in the Guidebook 《公函》 (Official Correspondence) may be of particular interest to translators. It lists, among other things, commonly used opening wording, phrases in the main body of correspondence and ending remarks. The following are some examples:

Commonly used opening wording

Further to my letter to you on [date]...	我在（日期）給你的信，相信已經收到...
I am pleased to inform you that ...	我很高興通知你.....
I refer to your letter dated [date]...	我曾於（日期）寫信給你，通知你.....
This is to certify...	現證明

Commonly used phrases in the main body of correspondence

Please be advised that...	現謹通知你.....
Consideration is now being given to...	我們現正考慮.....
Your attention is drawn to...	請你注意.....

Commonly used ending remarks

Should you have any queries...	如有疑問...
Please do not hesitate to contact...	請隨時與.....聯絡
Looking forward to your early reply...	希望你早日回復...

The Official Language Agency has also published 《政府部門常用英漢辭彙》 (English-Chinese Glossaries of Terms Commonly Used in Government Departments), which is available online. It covers all areas of government work in 22 volumes:



- 第一輯 教育 (Volume 1 – Education)
第二輯 房屋與地政 (Volume 2 – Housing and Land)
第三輯 財經 (Volume 3 – Finance)
第四輯 公務員事務 (Volume 4 – Civil Service)
第五輯 交通 (Volume 5 – Transport)
第六輯 勞工 (Volume 6 – Labour)
第七輯 入境事務 (Volume 7 – Immigration)
第八輯 社會福利 (Volume 8 – Social Welfare)
第九輯 醫療衛生 (Volume 9 – Medical and Health)
第十輯 公安 (Volume 10 – Public Order)
第十一輯 環境保護 (Volume 11 – Environmental Protection)
第十二輯 工業貿易 (Volume 12 – Trade and Industry)
第十三輯 憲制與選舉事務 (Volume 13 – Constitutional and Electoral Affairs)
第十四輯 文康體育 (Volume 14 – Culture, Recreation and Sport)
第十五輯 公眾衛生 (Volume 15 – Public Health)
第十六輯 氣象 (Volume 16 – Meteorology)
第十七輯 漁農 (Volume 17 – Agriculture and Fisheries)
第十八輯 資訊科技 (Volume 18 – Information Technology)
第十九輯 城市規劃 (Volume 19 – Town Planning)
第二十輯 機電工程 (Volume 20 – Electrical and Mechanical Engineering)
第二十一輯 水務 (Volume 21 – Water Supply)
第二十二輯 消防 (只有電子版) (Volume 22 – Fire Services (Electronic version only))

This is a useful resource for translators covering preferred vocabulary in Hong Kong.

Other style guides available in Hong Kong include 《21世紀商用中文書信寫作手冊》,¹⁴ 《中文傳意》¹⁵ and 《中港應用文傳意大全》.¹⁶

A.5 Taiwan Chinese

For the Taiwan market, traditional Chinese characters must be used. Publications should use Taiwan preferences for geographical terms and other vocabulary items.

《中國應用文》(Chinese practical writing)¹⁷ is an example of a suitable style guide for translating and publishing for the Taiwan market. This is a university textbook on practical Chinese writing approved by the Ministry of Education in Taiwan. The types of writing covered in this book are:

- 1 緒言 (Chapter 1. Introduction)
- 2 書信 (Chapter 2. Correspondence)
- 3 便條 (Chapter 3. Notes)
- 4 名片 (Chapter 4. Business Cards)



- 5 柬帖 (Chapter 5. Short Letters)
- 6 公文 (Chapter 6. Official Documentation)
- 7 會議文書 (Chapter 7. Meeting Minutes and Related Documents)
- 8 電報傳真 (Chapter 8. Telegraph and Facsimile)
- 9 對聯 (Chapter 9. Antithetical Couplets)
- 10 慶、弔文 (Chapter 10. Congratulations and Funeral Orations)
- 11 啓事 (Chapter 11. Notices and Announcements)
- 12 履歷表及自傳 (Chapter 12. Curriculum Vitae and Autobiography)
- 13 書狀 (Chapter 13. Applications, Complaints and Certificates)
- 14 契約 (Chapter 14. Contracts and Agreements)
- 15 規章 (Chapter 15. Rules and Regulations)

This book is set out in a typical textbook fashion, including the significance and roles of various types of writing, features of these types of writing, and essential points in writing. Most useful to translators are the sample pieces of writing presented in this book, ranging from private letters, notes, and business cards to official correspondence, contracts and agreements, and other legal documents. These samples can be used not only as guides to structured writing and translating, but also to provide vocabulary appropriate to specific areas of writing.

Particular mention should be made of a 15-page section in the book dealing with commonly used terms in correspondence, as this is a useful reference for translators. This section includes appellations for family members, relations, teachers and friends. It also lists classical Chinese terms used to open a letter, polite expressions of various kinds, and closing expressions.

A point to note is that the minguo (民國) or “ROC” calendar is widely used in Taiwan. The minguo calendar started with the overthrow of the Qing dynasty and establishment of the Republic of China in 1911 (add eleven to the minguo date to convert it into the last two digits of the year of the Common Era). Generally, Chinese characters, rather than Arabic numerals, are used for writing dates in Taiwan and dates written in the minguo system are always written in Chinese characters. The minguo calendar is now rarely used outside Taiwan and is not acceptable in mainland China for referring to dates after 1949.



Endnotes

- 1 劉必慶,《文體與翻譯》,台北:書林出版有限公司,1997,pp177-78。
- 2 Commercial Press, Beijing, 1993
- 3 www.yzzk.com/
- 4 Dr Matt Gredley noted this example.
- 5 www.centrelink.gov.au/internet/internet.nsf/languages/zh.htm
- 6 新金山was originally used by Chinese to identify the “new gold fields” in the South Pacific, including Australia and New Zealand, which became known in China after the “old gold fields” in California. What is now the Standard Chartered Bank, was first established in 1853 as “The Chartered Bank of India, Australia and China” and used “印度新金山中國渣打銀行” as its Chinese name. San Francisco is still called 舊金山and Melbourne is also known as 新金山.
- 7 江少川,《新編大學實用寫作》,北京大學出版社,2002.
- 8 本書編委會,《實用文體寫作大全》,北京:華文出版社,2003.
- 9 《中國實用文體大辭典》,山西經濟出版社,1993.
- 10 中國地名委員會編《外國地名譯名手冊 (Handbook of Translated Geographic Names in Foreign Countries)》,北京:商務印書館,1983年。
- 11 張日昇、魏元良主編《英漢金融財務用語匯編:中國大陸、香港、臺灣譯名對照》(A Glossary of Financial Terms with Chinese Translations as used in Hong Kong, mainland China and Taiwan) 香港:商務印書館 1994年。
- 12 《政府公文寫作手冊 – 總論》(Guidebooks on Official Chinese Writing – General Principles), Official Language Agency, Hong Kong, 1997年。 In July 2003, Hong Kong’s Official Languages Agency lost its agency status and became the Civil Service Bureau’s Official Languages Division. Its publications are available online: www.csb.gov.hk/hkgcsb/doclib/general.pdf; www.csb.gov.hk/hkgcsb/showdisplay.jsp?page_no=13&lang_iso=en_uk
- 13 Chapter Two discusses this option.
- 14 白雲開,《21世紀商用中文書信寫作手冊》(Writing Chinese Letters for Business in the 21st Century) 香港:香港城市大學出版社,2001年。
- 15 香港城市大學語文學部,《中文傳意》,香港城市大學出版社,2001年。
- 16 謝天振等,《中港應用文傳意大全》,商務印書館,2002.
- 17 康世統《中國應用文》,部編大學用書,國立編譯館,2003.



Appendix B: Chinese Romanisation

B.1 Mandarin Romanisation: Pinyin

China's *Pinyin* system of transcribing Chinese in roman letters has become the international standard and is used for cataloguing Chinese materials, as an input method for word processing and for writing Chinese names in foreign languages.

Difficult letters for English speakers are: c (=ts), q (=ch), x (=hs), z (=dz) and zh (=j).

Pinyin Initials				
<i>Labials</i>	b	p	m	f
<i>Dentals</i>	d	t	n	l
<i>Velars</i>	g	k	h	
<i>Palatals</i>	j	q	x	
<i>Retroflexes</i>	zh	ch	sh	r
<i>Sibilants</i>	z	c	s	
<i>Semi-Vowel</i>	y	w	yu	

Pinyin Finals			
	i	u	ü
a	ia (ya)	ua (wa)	
o		uo (wo)	
e			
ê	ie (ye)		ue (yue)
er			
ai		uai (wai)	
ei		ui (wei)	
ao	iao (yao)		
ou	iu (you)		
an	ian (yan)	uan (wan)	uan (yuan)
en	in (yin)	un (wen)	un (yun)
ang	iang (yang)	uang (wang)	
eng	ing (ying)	ueng (weng)	
ong	iong (yong)		



Basic Retroflex and Sibilant Syllables (“i” variants)

Retroflex	zhi	chi	shi	ri
Sibilant	zi	ci	si	

Four Tones

1	2	3	4	Neutral
-	ˊ	ˇ	ˋ	
陰平	陽平	上聲	去聲	輕聲



B.2 Conversion from Pinyin to Wade-Giles

In Australian Libraries the *Pinyin* system has replaced the Wade-Giles system for cataloguing Chinese materials.

Pinyin		Wade-Giles		Pinyin		Wade-Giles		Pinyin		Wade-Giles	
a	a	chen	ch'en	dou	tou	gui	kuei				
ai	ai	cheng	ch'eng	du	tu	gun	kun				
an	an	chi	ch'ih	duan	tuan	guo	kuo				
ang	ang	chong	ch'ung	dui	tui						
ao	ao	chou	ch'ou	dun	tun	ha	ha				
		chu	ch'u	duo	to	hai	hai				
ba	pa	chuai	ch'uai			han	han				
bai	pai	chuan	ch'uan	e	o	hang	hang				
ban	pan	chuang	ch'uang	ei	ei	hao	hao				
bang	pang	chui	ch'ui	en	en	he	ho, he				
bao	pao			eng	eng	hei	hei				
bei	pei	chun	ch'un	er	erh	hen	hen				
ben	pen	chuo	ch'o	fa	fa	heng	heng				
beng	peng	ci	tz'u	fan	fan	hong	hung				
bi	pi	cong	ts'ung	fang	fang	hou	hou				
bian	pian	cou	ts'ou	fei	fei	hu	hu				
biao	piao	cu	ts'u	fen	fen	hua	hua				
bie	pieh	cuan	ts'uan	feng	feng	huai	huai				
bin	pin	cui	ts'ui	fo	fo	huang	huang				
bing	ping	cun	ts'un	fou	fou	hui	hui				
bo	po	cuo	ts'o	fu	fu	hun	hun				
bu	pu			ga	ka	huo	huo				
		da	ta	gai	kai						
ca	ts'a	dai	tai	gan	kan	ji	chi				
cai	ts'ai	dan	tan	gang	kang	jia	chia				
can	ts'an	dang	tang	gao	kao	jian	chien				
cang	ts'ang	dao	tao	ge	ke, ko	jiang	chiang				
cao	ts'ao	de	te	gei	kei	jiao	chiao				
ce	ts'e	dei	tei	gen	ken	jie	chieh				
cen	ts'en	deng	teng	geng	keng	jin	chin				
ceng	ts'eng	di	ti	gong	kung	jing	ching				
cha	ch'a	dian	tien	gou	kou	jiong	chiung				
chai	ch'ai	diao	tiao	gu	ku	jiu	chiu				
chan	ch'an	die	tieh	gua	kua	ju	chü				
chang	ch'ang	ding	ting	guai	kuai	juan	chüan				
chao	ch'ao	diu	tiu	guan	kuan	jue	chüeh				
che	ch'e	dong	tung	guang	kuang	jun	chün				



Pinyin Wade-Giles		Pinyin Wade-Giles		Pinyin Wade-Giles		Pinyin Wade-Giles	
ka	k'a	ma	ma	o	o	rong	jung
kai	k'ai	mai	mai	ou	ou	rou	jou
kan	k'an	man	man			ru	ju
kang	k'ang	mang	mang	pa	p'a	ruan	juan
kao	k'ao	mao	mao	pai	p'ai	rui	jui
ke	k'o	mei	mei	pan	p'an	run	jun
ken	k'en	men	men	pang	p'ang	ruo	jo
keng	k'eng	meng	meng	pao	p'ao		
kong	k'ung	mi	mi	pei	p'ei	sa	sa
kou	k'ou	mian	mien	pen	p'en	sai	sai
ku	k'u	miao	miao	peng	p'eng	san	san
kua	k'ua	mie	mieh	pi	p'i	sang	sang
kuai	k'uai	min	min	pian	p'ien	sao	sao
kuan	k'uan	ming	ming	piao	p'iao	se	se
kuang	k'uang	miu	miu	pie	p'ieh	sen	sen
kui	k'uei	mo	mo	pin	p'in	seng	seng
kun	k'un	mou	mou	ping	p'ing	sha	sha
kuo	k'uo	mu	mu	po	p'o	shai	shai
				pou	p'ou	shan	shan
la	la	na	na	pu	p'u	shang	shang
lai	lai	nai	nai			shao	shao
lan	lan	nan	nan	qi	ch'i	she	she
lang	lang	nang	nang	qia	ch'ia	shei	shei
lao	lao	nao	nao	qian	ch'ien	shen	shen
le	le	ne	ne	qiang	ch'iang	sheng	sheng
leng	leng	nei	nei	qiao	ch'iao	shi	shih
li	li	nen	nen	qie	ch'ieh	shou	shou
lia	lia	neng	neng	qin	ch'in	shu	shu
lian	lien	ni	ni	qing	ch'ing	shua	shua
liang	liang	nian	nien	qiong	ch'iong	shuai	shuai
liao	liao	niang	niang	qiu	ch'iu	shuan	shuan
lie	lieh	niao	niao	qu	ch'ü	shuang	shuang
lin	lin	nie	nieh	quan	ch'üan	shui	shui
ling	ling	nin	nin	que	ch'üeh	shun	shun
liu	liu	ning	ning	qun	ch'ün	shuo	shuo
lo	lo	niu	niu			si	szu, ssu
long	long	nong	nung	ran	jan	song	sung
lou	lou	nou	nou	rang	jang	sou	sou
lu	lu	nu	nu	rao	jao	su	su
luan	luan	nü	nü	re	je	suan	suan
lun	lun	nuan	nuan	ren	jen	sui	sui
luo	lo	nüe	nueh	reng	jeng	sun	sun
lû	lû	nuo	no	ri	jih	suo	so
lüe	lueh						



Pinyin Wade-Giles		Pinyin Wade-Giles		Pinyin Wade-Giles	
		xu	hsu	zhuai	chuai
ta	t'a	xuan	hsuan	zhuang	chuan
tai	t'ai	xue	hsueh	zhui	chui
tan	t'an	xun	hsun	zhun	chun
tang	t'ang			zhuo	cho
tao	t'ao	ya	ya	zi	tzu
te	t'e	yan	yen	zong	tsung
teng	t'eng	yang	yang	zou	tsou
ti	t'i	yao	yao	zu	tsu
tian	t'ien	ye	yeh	zuan	tsuan
tiao	t'iao	yi	l	zui	tsui
		yin	yin	zun	tsun
tie	t'ieh	ying	ying	zuo	tso
ting	t'ing	yong	yung		
tong	t'ung	you	yu		
tou	t'ou	yu	yü		
tu	t'u	yuan	yuan		
tuan	t'uan	yue	yueh		
tui	t'ui	yun	yun		
tun	t'un				
tuo	t'o	za	tsa		
		zai	tsai		
wa	wa	zan	tsan		
wai	wai	zang	tsang		
wan	wan	zao	tsao		
		ze	tse		
wang	wang	zei	tsei		
wei	wei	zen	tsen		
wen	wen	zeng	tseng		
weng	weng	zha	cha		
wo	wo	zhai	chai		
wu	wu	zhan	chan		
		zhang	chang		
xi	hsi	zhao	chao		
xia	hsia	zhe	che		
xian	hsien	zhei	chei		
xiang	hsiang	zhen	chen		
xiao	Hsiao	zheng	cheng		
xie	hsieh	zhi	chih		
xin	hsin	zhong	chung		
xing	hsing	zhou	chou		
xiong	hsiung	zhu	chu		
xiu	hsiu	zhua	chua		



B.3 Conversion from Wade-Giles to Pinyin

Wade-Giles	Pinyin	Wade-Giles	Pinyin	Wade-Giles	Pinyin	Wade-Giles	Pinyin
a	a	chiu	jiu	fo	fo	jao	rao
ai	ai	ch`iu	qiu	fou	fou	je	re
an	an	chiung	jiong	fu	fu	jen	ren
ang	ang	ch`iung	qiong	ha	ha	jeng	reng
ao	ao	cho	zhuo	hai	hai	jih	ri
cha	zha	ch`o	chuo	han	han	jo	ruo
ch`a	cha	chou	zhou	hang	hang	jou	rou
chai	zhai	ch`ou	chou	hao	hao	ju	ru
ch`ai	chai	chu	zhu	hei	hei	juan	ruan
chan	zhan	ch`u	chu	hen	hen	jui	rui
ch`an	chan	chü	ju	heng	heng	jun	run
chang	zhang	ch`ü	qu	ho	he	jung	rong
ch`ang	chang	chua	zhua	hou	hou	ka	ga
chao	zhao	chuai	zhuai	hsi	xi	k`a	ka
ch`ao	chao	ch`uai	chuai	hsia	xia	kai	gai
che	zhe	chuan	zhuan	hsiang	xiang	k`ai	kai
ch`e	che	ch`uan	chuan	hsiao	xiao	kan	gan
chen	zhen	chüan	juan	hsieh	xie	k`an	kan
ch`en	chen	ch`üan	quan	hsien	xian	kang	gang
cheng	zheng	chuang	zhuang	hsin	xin	k`ang	kang
ch`eng	cheng	ch`uang	chuang	hsing	xing	kao	gao
chi	ji	chüeh	jue	hsiu	xiu	k`ao	kao
ch`i	qi	ch`üeh	que	hsiung	xiong	ken	gen
chia	jia	chui	zhui	hsü	xu	k`en	ken
ch`ia	qia	ch`ui	chui	hsüan	xuan	keng	geng
chiang	jiang	chun	zhun	hsüeh	xue	k`eng	keng
ch`iang	qiang	ch`un	chun	hsün	xun	ko	ge
chiao	jiao	chün	jun	hu	hu	k`o	ke
ch`iao	qiao	ch`ün	qun	hua	hua	kou	gou
chieh	jie	chung	zhong	huai	huai	k`ou	kou
ch`ieh	qie	ch`ung	chong	huan	huan	ku	gu
chien	jian	en	en	huang	huang	k`u	ku
ch`ien	qian	erh	er	hui	hui	kua	gua
chih	zhi	fa	fa	hun	hun	k`ua	kua
ch`ih	chi	fan	fan	hung	hong	kuai	guai
chin	jín	fang	fang	huo	huo	k`uai	kuai
ch`in	qin	fei	fei	i	yi	kuan	guan
ching	jing	fen	fen	jan	ran	k`uan	kuan
ch`ing	qing	feng	feng	jang	rang	kuang	guang



Wade-Giles	Pinyin	Wade-Giles	Pinyin	Wade-Giles	Pinyin	Wade-Giles	Pinyin
k'uang	kuang	miao	miao	p'ao	pao	shua	shua
kuei	gui	mieh	mie	pei	bei	shuai	shuai
k'uei	kui	mien	mian	p'ei	pei	shuan	shuan
kun	gun	min	min	pen	ben	shuang	shuang
k'un	kun	ming	ming	p'en	pen	shui	shui
kung	gong	miu	miu	peng	beng	shun	shun
k'ung	kong	mo	mo	p'eng	peng	shuo	shuo
kuo	guo	mou	mou	pi	bi	so	suo
k'uo	kuo	mu	mu	p'i	pi	sou	sou
la	la	na	na	piao	biao	ssu	si
lai	lai	nai	nai	p'iao	piao	su	su
lan	lan	nan	nan	pieh	bie	suan	suan
lang	lang	nang	nang	p'ieh	pie	sui	sui
lao	lao	nao	nao	pien	bian	sun	sun
le	le	nei	nei	p'ien	pian	sung	song
lei	lei	nen	nen	pin	bin	ta	da
leng	leng	neng	neng	p'in	pin	t'a	ta
li	li	ni	ni	ping	bing	tai	dai
liang	liang	niang	niang	p'ing	ping	t'ai	tai
liao	liao	niao	niao	po	bo	tan	dan
lieh	lie	nieh	nie	p'o	po	t'an	tan
lien	lian	nien	nian	p'ou	pou	tang	dang
lin	lin	nin	nin	pu	bu	t'ang	tang
ling	ling	ning	ning	p'u	pu	tao	dao
liu	liu	niu	niu	sa	sa	t'ao	tao
lo	luo	no	nuo	sai	sai	te	de
lou	lou	nou	nou	san	san	t'e	te
lu	lu	nu	nu	sang	sang	teng	deng
lū	lū	nū	nū	sao	sao	t'eng	teng
luan	luan	nuan	nuan	se	se	ti	di
lūan	luan	nūeh	nue	sen	sen	t'i	ti
lūeh	lue	nung	nong	seng	seng	tiao	diao
lun	lun	o	e	sha	sha	t'iao	tiao
lung	long	ou	ou	shai	shai	tieh	die
ma	ma	pa	ba	shan	shan	t'ieh	tie
mai	mai	p'a	pa	shang	shang	tien	dian
man	man	pai	bai	shao	shao	t'ien	tian
mang	mang	p'ai	pai	she	she	ting	ding
mao	mao	pan	ban	shen	shen	t'ing	ting
mei	mei	p'an	pan	sheng	sheng	tiu	diu
men	men	pang	bang	shih	shi	to	duo
meng	meng	p'ang	pang	shou	shou	t'o	tu
mi	mi	pao	bao	shu	shu	tou	dou



Wade-Giles	Pinyin	Wade-Giles	Pinyin
t'ou	tou		
tu	du	tz`u	ci
t`u	tu	wa	wa
tuan	duan	wai	wai
t`uan	tuan	wan	wan
tui	dui	wang	wang
t`ui	tui	wei	wei
tun	dun	wen	wen
t`un	tun	weng	weng
tung	dong	wo	wo
t`ung	tong	wu	wu
tsa	za	ya	ya
ts`a	ca	yai	yai
tsai	zai	yang	yang
ts`ai	cai	yao	yao
tsan	zan	yeh	ye
ts`an	can	yen	yan
tsang	zang	yin	yin
ts`ang	cang	ying	ying
tsao	zao	yo	yo
ts`ao	cao	yu	you
tse	ze	yü	yu
ts`e	ce	yüan	yuan
tsei	zei	yüeh	yue
tsen	zen	yün	yun
ts`en	cen	yung	yong
tseng	zeng		
ts`eng	ceng		
tso	zuo		
ts`o	cuo		
tsou	zou		
ts`ou	cou		
tsu	zu		
ts`u	cu		
tsuan	zuan		
ts`uan	cuan		
tsui	zui		
ts`ui	cui		
tsun	zun		
ts`un	cun		
tsung	zong		
ts`ung	cong		
tzu	zi		



B.4 Cantonese Romanisation

There is no standard system for transcribing Cantonese in roman letters. The five more common systems are:

Guangzhou system: Used in most dictionaries and textbooks published in Guangzhou. 《廣州話方言詞典》 (Commercial Press, HK, 1996) uses this system and is one of the best dictionaries of Cantonese words with definitions in standard Chinese.

Sydney Lau system: Used in some dictionaries and textbooks published in Hong Kong. 《國音粵音索音字彙》 (Chung Hua Book Co., HK, 1987 and 2003) is a useful pocket reference book with tables of standard Chinese characters providing Mandarin (Pinyin) – Cantonese (Sydney Lau) conversion in both directions.

Hong Kong Linguistic Society System: Promoted by linguists in Hong Kong as the Jyutping input method for word processing: www.hku.hk/linguist/lshk/Jyutping/

Yale System: Used in some textbooks and dictionaries for students of Cantonese as a foreign language, including the Chinese University Press' (HK) Chinese-English Dictionary: Cantonese in Yale Romanization, Mandarin in Pinyin.

Hong Kong Education Department System: Now rarely used.



Initials

Guangzhou	Sydney Lau	HK Ling. Soc.	Yale	HK Edu. Dep.
b	b	b	b	b
p	p	p	p	p
m	m	m	m	m
f	f	f	f	f
d	d	d	d	d
t	t	t	t	t
n	n	n	n	n
l	l	l	l	l
g	g	g	g	g
k	k	k	k	k
ng	ng	ng	ng	ng
h	h	h	h	h
gu	gw	gw	gw	gw
ku	kw	kw	kw	kw
w	w	w	w	w
j (z)	j	z	j	dz
q (c)	ch	c	ch	ts
x (s)	s	s	s	s
y	y	j	y	j

Vowels

Guangzhou	Sydney Lau	HK Ling. Soc.	Yale	HK Edu. Dep.
a	aa, a	aa	aa, a	aa, a
e	a	a	a	a
é	e	e	e	e
ê	euh, eu, u	oe, eo	eu	oe
i	i	i	i	i
o	oh, o	o	o	o
u	oo, u	u	u	u
ü	ue	yu	yu	y



Finals

Guangzhou	Sydney Lau	HK Ling. Soc.	Yale	HK Edu. Dep.
b	p	p	p	p
d	t	t	t	t
g	k	k	k	k
m	m	m	m	m
n	n	n	n	n
ng	ng	ng	ng	ng
i, u	i	i	i	i, y
o, u	u	u	u	u

Tones

	Guangzhou	Sydney Lau	HK Ling. Soc.	Yale	HK Edu. Dep.	九聲*
High	1	1, 1°	1	ˉ, ˘	1, 7	陰平 陰入
High Rising	2	2	2	ˊ	2	陰上
Middle	3	3	3		3, 8	陰去 中入
Low	4	4	4	ˋ h	4	陽平
Low Rising	5	5	5	ˊ h	5	陽上
Low Middle	6	6	6	h	6, 9	陽去 陽入

* Traditional Cantonese grammars describe 9 tones.
Most modern linguists describe only 6 tones.



Appendix C: Suggestions for Further Reading

Chapter One

1.1 Early Chinese Language Publishing in Australia

The Chinese Heritage of Federation Website (www.chaf.lib.latrobe.edu.au/) provides information on the contribution of Australia's Chinese communities to the early founding and subsequent development of Australia including an article by Liu, Weiping, Chinese Newspapers in Australia from the Turn of the Century (Translated by Sang, Y and J. Fitzgerald).

Centre for the Study of the Chinese Southern Diaspora (ANU): rspas.anu.edu.au/cscsd/

The Chinese Australian Historical Society: www.hermes.net.au/cahs/

1.2 Contemporary Chinese Publishing

Samples of some of the newspapers listed in this section will usually be available at your local newsagent, Chinese Book Store or Asian Food Store. The 澳洲日報 (www.ausdaily.net.au/) and 星島日報 (www.singtao.com.au) have websites.

1.3 Publishing by Government Agencies

Enquiries about publications in the Chinese language can be made to the public relations unit in various departments of federal and state/territory governments. The Endnotes (note 12) list the Chinese websites of some government agencies.

1.4 Publishing by Australian Companies

The Endnotes (note 13) list the Chinese websites of some Australian companies.

1.5 Chinese Language Publishing on the Internet

China Internet Network Information Centre: www.cnnic.net.cn/e-index.shtml

Chapter Two

2.1 The Development of Modern Written Chinese

For information on the development of Chinese and on Chinese characters see:

Boltz, William. *The origin and early development of the Chinese writing system*. New Haven, Conn: American Oriental Society, 1994.

Chen, P. *Modern Chinese: history and sociolinguistics*. Cambridge, U.K. ; New York, NY: Cambridge University Press, 1999.

DeFrancis, John *The Chinese Language: Fact and Fantasy*, Honolulu: University of Hawaii Press, 1984.



Fazzioli, Edoardo *Understanding Chinese characters : a beginner's guide to the Chinese language*. London: Collins, 1987.

Gao, Mobo, *Mandarin Chinese: An Introduction*, Oxford: Oxford University Press, 2000.

Ingulsrud, Jogn & Kate Allen. *Learning to read in China : sociolinguistic perspectives on the acquisition of literacy*. Lewiston, NY: Mellen, 1999.

Li, Le-yi. *Tracing the roots of Chinese characters: 500 cases*. Beijing: Beijing Language and Cultural University Press, c1993.

McNaughton, William *Reading and Writing Chinese*, Charles Turtle, Tokyo, 1979 and 2000.

Seybolt, P. & Chiang, G.K. (Eds) *Language reform in China*. New York: M.E. Sharpe, 1979

Shi, Zhengyu. *Picture within a picture : an illustrated guide to the origins of Chinese characters*. Beijing: New World Press, 1997.

For information on other languages in East Asia see:

Chris Seeley. *A history of writing in Japan*. Honolulu: University of Hawaii Press, 2000.

Comrie, B, (ed.) *The major languages of East and South-East Asia*. London: Routledge, 1990.

Grant, B. *A guide to Korean characters*. Elizabeth, New Jersey: Hollym, 1982.

Habein, Y. S. *The history of the Japanese written language*. Tokyo: University of Tokyo Press, 1984.

Nam Hoài-Bá. *The Vietnamese writings through the ages : with a background of the writings of East-Asia*. Warrington, PA: Tang Khánh Đán, 2001

Shibatina, M. *The languages of Japan*. Cambridge: Cambridge University Press, 1991.

2.2 Target Markets and their Language Preferences

Information on China: www.xinhuanet.com/english/

Information on Hong Kong: www.info.gov.hk/

Information on Taiwan: www.gio.gov.tw/

Chan, K. & H. Cheng, "One country, two systems: Cultural values reflected in Chinese and Hong Kong television commercials". *Gazette*, 2002, 64, 385-400.

Dingwaney, A. and C. Maier (eds.) *Between languages and cultures: translation and cross-cultural texts*, Pittsburgh: University of Pittsburgh Press, 1995.



Gao, Y. "Translatability of cultural perspectives: A case presentation". In D. R. Heisey & W. Gong (Eds.), *Communication and culture: China and the world entering the 21st century* (pp. 39-55). Amsterdam: Rodopi B.V, 1998.

Gold, T. B. "Go with your feelings: Hong Kong and Taiwan popular culture in greater China". *China Quarterly*, 136, 907-925, 1993.

Hunter, Alan & John Sexton, *Contemporary China*, New York: St. Martin's Press, 1999.

Immanuel Chung-yueh, *The rise of modern China*, Oxford: Oxford University Press, 2000.

Tang, Wenfang and William Parish. *Chinese urban life under reform : the changing social contract*, Cambridge: Cambridge University Press, 2000.

Zhan, Y.Y. "如何縮窄中、港兩地應用文的差距" (How we can narrow the gap in official documents between mainland China and Hong Kong): <http://www.cbs.polyu.edu.hk/ctlydial/cpw/refer/hyc2.html>

2.3 Targeting Audiences with Appropriate Language Styles

Rawnsley, Gary D. and Ming-Yeh T. Rawnsley (Eds.) *Political communications in greater China : the construction and reflection of identity*. London: Routledge Curzon, 2003.

Wright, Sue and Helen Kelly-Holmes. *One country, two systems, three languages: a survey of changing language use in Hong Kong*. Clevedon, England; Philadelphia : Multilingual Matters, 1997.

2.4 Publishing and Reading Chinese on the Internet

Kasdorf, W. (ed.) The Columbia Guide to Digital Publishing www.columbia.edu/cu/cup/kasdorf/kasdprint.htm

Mulvihill, T. *International Publishing*, www.planetpublish.com/mainpage.asp?webpageid=140, March 14, 2002

2.5 Cultural Issues: Publishing Original versus Translated Writing

Kramsch, C.J. *Language and culture*, Oxford, Oxford University Press, 1998.

Shaul, D. and N. L. Furbee, *Language and Culture*, Prospect Heights, Ill: Waveland Press, 1998.

Thomas, L. and S. Wareing, *Language, Society and Power : An Introductory*, London : Routledge, 1999

Tyler, E.B. *Primitive Culture: Researches into the Development of Mythology, Philosophy, Religion, Art and Custom*. London: John Murray, 1871.

Winters, E. *Cultural issues in communication*, www.bena.com/ewinters/culiss.html



Chapter Three

3.1 Translating, Interpreting and Language Direction

Bowker, Lynne, Dorothy Kenny & Jennifer Pearson. *Bibliography of translation studies*. Manchester: St. Jerome Publishing, 1998.

Hermans, Theo. *Crosscultural transgressions: research models in translation studies II: historical and ideological issues*. Manchester: St. Jerome Pub, 2002.

Katan, David. *Translating cultures: an introduction for translators, interpreters and mediators*. Manchester, U.K.: St. Jerome, 1999.

Munday, Jeremy. *Introducing translation studies: Theories and applications*. London: Routledge, 2001.

Snell-Hornby, Mary, Franz Pöchhacker & Klaus Ka (Eds.) *Translation studies: an interdisciplinary*. Philadelphia: J. Benjamins, 1994.

Wadensjö, Cecilia. *Interpreting as interaction*. London: Longman, 1998.

3.2 Selecting Translators for the Targeted Market

The National Accreditation Authority for Translators & Interpreters (NAATI) website lists a range of NAATI publications on translation issues:
www.naati.com.au/publications.html

Appendix A: Style Guide

General Considerations

康世統《中文應用文(Chinese Applied Writing)》台南：國立編譯館，2002年

劉宓慶《文體與翻譯 (Varieties of English Language and Translation)》，台北：書林出版有限公司，1997年

Mainland Chinese

《中國實用文體大辭典》(A Dictionary of Practical Styles of Writing in China) 山西經濟出版社，1993年

《簡繁体字速查手冊》《簡繁體字速查手冊》(A Handbook on Simplified and Traditional Chinese Characters), 台北：三思堂1999年

中國地名委員會編《外國地名譯名手冊 (Handbook of Translated Geographic Names in Foreign Countries)》，北京：商務印書館，1983年

本書編委會《實用文體寫作大全 (A Complete Guide on Practical Writing)》，北京：華文出版社，2003年

江少川《新編大學實用寫作》(A New University Course in Practical Writing), 北京大學出版社2002年。



范瑞雪、賀鴻鳳、劉召明《新編應用文寫作》(A New Course in Applied Writing), 北京：經濟科學出版社2001年

張芳霖、徐求真《現代實用文體寫作大全》(A Complete Guide on Modern Applied Writing), 南昌：江西高校出版社2001年

陳月明、戴潔《漢字簡繁體撰寫字典》(A Dictionary of Conversion between Simplified and Traditional Chinese Characters), 杭州：浙江教育出版社1998年

覃信剛《新聞寫作》(News Writing), 昆明：雲南大學出版社2002年

楊元華、孟金蓉《秘書寫作》(Writing by Secretaries), 上海：復旦大學出版2001年

楊文豐《現代應用文寫作》(Modern Applied Document Writing), 北京：中國人民大學出版社2001年

Hong Kong Chinese

In July 2003, Hong Kong's Official Language Agency became the Civil Service Bureau's Official Languages Division. Its publications are available online:
www.csb.gov.hk/hkgcsb/showdisplay.jsp?page_no=13&lang_iso=en_uk

《政府公文寫作手冊 - 總論》(Guidebooks on Official Chinese Writing - General Principles), Official Language Agency, Hong Kong, 1997年

白雲開, 《21世紀商用中文書信寫作手冊》(**Writing Chinese Letters for Business in the 21st Century**) 香港: 香港城市大學出版社, 2001年

張日昇、魏元良主編《英漢金融財務用語匯編(中國大陸、香港、臺灣譯名對照)》(A Glossary of Financial Terms (with Chinese Translations as used in Hong Kong, Mainland and Taiwan)) 香港：商務印書館 1994年

Taiwan Chinese

康世統《中國應用文》(Chinese practical writing) 部編大學用書, 國立編譯館, 2003年

吳訥等(明)《文體序說三種》(Three Introductions to Styles of Writing), 台北：大安出版社1998年

張春榮《作文新饗宴》(A New Feast of Writing), 台北：萬卷樓圖書股份有限公司2002年

張中行《作文雜談》(On Writing), 香港：三聯書店(香港) 1998年

朱垂鋤《現代應用文書》(Modern Applied Writing), 台北：大中國圖書公司 1997年



Appendix D: Government and Business Contacts

Australian Government Representatives in China

Australian Embassy Beijing

21 Dongzhimenwai Dajie
Sanlitun
Beijing 00600
Phone: +86-10-6532 2331
Fax: +86-10-6532 6959
Website: www.austemb.org.cn

Australian Consulates-General Shanghai

Level 22 CITIC Square
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Taiwan: Australian Commerce and Industry Office

In the absence of formal representation in Taiwan, the Australian Commerce and Industry Office (ACIO) in Taipei unofficially represents Australia's interests. The ACIO's business arm, the Australian Business Centre, promotes Australian exports to Taiwan and two-way investment between Australia and Taiwan, and is the first contact point for Australian firms wanting to do business in Taiwan. The ACIO also facilitates the issue of Australian visas for visitors, students and temporary residents, and handles general bilateral relations and public affairs. Similarly, it handles passport applications and the provision of assistance to Australian citizens in Taiwan. Australian Education International (AEI) commenced operations in Taiwan in July 1995.

Website: www.australia.org.tw

Business Associations

Austcham Beijing (China-Australia Chamber of Commerce)

Website: www.austcham.org
Also with 'sister offices' in Shanghai and Guangzhou

Australian Chamber of Commerce in Hong Kong.

Website: www.austcham.com.hk

Australia & New Zealand Business Association in Taiwan

Website: www.anzba.com



Business Associations in Australia

Australia China Business Council

Website: www.acbc.com.au

Australia-Taiwan Business Council

Website: www.atbc.asn.au

Australian and General Organisations

Department of Foreign Affairs and Trade

North Asia Division

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Website: www.dfat.gov.au

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An Australian Guide to Chinese Language Publishing & Translating has been produced by the **Australia-China Council** to facilitate quality Chinese publishing by Australian organisations. Most material published in Chinese by Australian companies and government agencies is translated from English and the Guide discusses a range of translation issues. China is now Australia's third-largest trading partner and Chinese the second most widely-spoken language in Australia after English. The Guide aims to service the increasing need for Australian organisations to provide information to migrants, students and tourists from China, including mainland China, Hong Kong and Taiwan, as well as to promote growing commercial, cultural and other links with China; on the internet and in printed publications; in Australia and in China.

The Guide covers:

- **Chinese Language Publishing in Australia**
- **Publishing Chinese on the Internet**
- **Development of Modern Written Chinese**
- **Language Preferences in Target Markets**
- **Targeting Audiences with Appropriate Language Styles**
- **Selecting appropriate Translation Services**
- **Publishers and Printers**
- **Web Page Design Services**

The Guide also includes a ***Style Guide*** with sections on Australian, mainland, Hong Kong and Taiwan Chinese language styles.

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