

On Expectancy Norms in E-C Translation of Trade Names of Drugs in Light of Chesterman's Theory of Translation Norms*

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Abstract—Based on Chesterman's theory of translation norms, this research analyses the Database of Imported Drugs (DID) of State Food and Drug Administration (SFDA) to explore the expectancy norms in E-C translation of trade names of drugs. It is found that there are four expectancy norms in E-C translations of trade names of drugs: mental expectancy norms, cultural tradition norms, translation tradition norms, and law norms. The translators should obey the norms to make the translated versions accepted in the target culture.

Index Terms—expectancy norms, E-C translation, trade names of drugs

I. INTRODUCTION

With the advancing of reforming and opening to the world, there are more and more imported drugs pouring into Chinese market. And the increasing number of English trade names of drugs has been translated into Chinese. To some degree, the translation of trade names of drugs is related with the patients' health and lives. It is very necessary to standardize E-C translation of trade names of drugs.

Expectancy norms as the standards of appropriate translated versions are put forward by Chesterman in 1993. Only following the expectancy norms are the translated versions accepted by the readership in the target culture. Thus, it is essential for the translators to know and follow the expectancy norms.

This paper analyses the Database of Imported Drugs (DID) which is established by State Food and Drug Administration (SFDA) and explore the expectancy norms in E-C translation of trade names of drugs. It is helpful to improve the quality of translation of trade names of drugs.

II. THEORETICAL FRAMEWORK

Norms function in a community as standards or models of correct or appropriate behavior and of correct or appropriate behavioral products (Sch äffner, 1999, p. 5). But what is the concept of norms in translation? Toury defines the translation norms as “the translation of general values or ideas shared by a certain community—as to what is right and wrong, adequate and inadequate into specific performance instructions appropriate for and applicable to specifying what is proscribed and forbidden as well as what is tolerated and permitted in certain behavioral dimension” (Toury, 1995, p. 55). Translational behavior is contextualized as a social behavior, and translational norms are understood as internalized behavioral constraints which embody the values shared by a community. All decisions in the translation process are thus primarily governed by such norms, and not by the two language systems involved (Sch äffner, 1999, p. 5).

Hermans (1985, p. 11) claims that translation implies “a degree of manipulation of the source text for a certain purpose”. Hermans uses the concept of norms to inquire into the translator's choices. He argues that the choices which a translator makes simultaneously highlight the excluded alternatives and that in this way light can shed on the interplay between the translator's responses to expectations, constrains and pressures in a social context (Sch äffner, 1999, p. 6).

Translation norms prevail at a certain period and within a particular society, and they determine the selection, the production and the reception of translations. Based on the research results of Toury and Hermans, Chesterman (1993, 1997) gives the classification of translation norms — expectancy norms and professional norms. Expectancy norms reflect the expectations of readers of a translation (of a given type) concerning what a translation (of this type) should be like (Chesterman, 1993, p. 17). Professional norms operate at a lower level than expectancy norms, govern the accepted methods and strategies of the translation process, and the can be subdivided into three types: a) the accountability norm, b) the communication norm and c) the relation norm (Chesterman, 1997, p. 69).

Expectancy norms are partly governed by the prevalent translation tradition in the target culture, and are partly by the form of a similar text-type in the target language. They can also be influenced by economic or ideological factors,

* This paper is the research result of social and scientific fund program “On the Translation Norms of Publicity Translation Based on Bilingual C-E Parallel Corpus (14YJC740049)” sponsored by Chinese Ministry of Education.

power relations within and between cultures and the like (Chesterman, 1997, p. 64). These expectations include the readers' requirements for translation: text-type, discourse conventions, style and so on. These expectations help readers to judge translation being "appropriate" or "acceptable" or the like.

Expectancy norms allow us to make evaluative judgments about translations. Facing expectancy norms, the translators have two choices: to obey or to break. Because of normative power, violation of norms usually arouses disagreement with the translation which would be considered "inappropriate". If the translators want their translation to be acceptable, they tend to choose to obey the norms.

What is a translation expected to be? One argues that it is validated by a norm authority, and the other argues that it is validated by its very existence. In other words, if a translation is acknowledged to exist, it is automatically acknowledged to be some kind of norm.

Expectancy norms are mainly validated in terms of their very existence in the target language community: people do have these expectations about some kind of text. Furthermore, different text type has different expectancy norms. For example, the expectations of the translation of an advertisement are impossible as same as a novel. Meanwhile, expectancy norms may also vary with time. Translators prefer obeying the prevalent norms in their time to make their translation more accepted by contemporary readers. This research is to find out what the translated versions of English trade names of drugs should be like after analyzing the translated version of trade names of drugs.

What are the expectancy norms in E-C translation of trade names of drugs? Because the expectancy norms are very hard to be observed directly, we must reveal it according to the translated versions. Based on the analysis of DID and the elements which can influence the norms, this research explores and describes the expectancy norms in E-C translation of trade names of drugs in detail.

III. DATA COLLECTION

In China, State Food and Drug Administration (SFDA) takes charge of registration and supervision of drugs and medical devices. SFDA is the most authoritative administration in the medicine field. All the imported drugs are required by the law to be translated into Chinese and registered in SFDA. All the information of imported drugs including the English names and their translated versions are collected into the Database of Imported Drugs (DID). DID is considered to be the most authoritative database of imported drugs in China.

According to the criteria for classification in DID, the names of drugs are classified into four categories: Chinese generic name, English generic name, English trade name, and Chinese trade name. Generic name is the medical legal name with uniqueness. Trade names of drugs are the registered trade-marks and created by drug manufacturers in order to distinguish it from others and play a role as an advertisement. For example,

[1] "Ceftazidime for Injection" (generic name) is used to treat the sepsis, LRTI, and soft tissue infection caused by sensitive gram-negative bacilli. But because of the different manufacturers, the same drug with same generic name is registered with three different trade names in DID: "Fortum" – "复达欣 (Fu Da Xin)" (made in Italy), "Kefadim" – "凯复定 (Kai Fu Ding)" (made in Brazil and Taiwang), and "Tazime" – "泰得欣 (Tai De Xin)" (made in Korea).

The same drug owns a Chinese generic name and an English generic name, but several English trade names and the translated versions. The expectancy norms existed in the translation of trade names are the object of study in this paper.

IV. EXPECTANCY NORMS IN E-C TRANSLATION OF TRADE NAMES OF DRUGS

What are readers' expectations for the translated versions of English trade names of drugs? The manufacturers of drugs expect the translated trade names to catch the customers' attention, inspire their interests, meet their mental desire and make them buy the products. The customers pay more attention to health, the indications and functions of drugs, and expect the treatment of disease. Their expectations influence what a translation (of this type) should be like. In addition, expectancy norms in E-C translation of trade names of drugs are, in a way, validated by a norm authority of some kind, such as the related law norms, some translation tradition norms, some experts' ideas, and so on. These authorities may be accepted and conformed to in the target culture at large.

Facing the expectancy norms, the translator has two choices: to obey or to disobey. If a translation obeys the expectancy norms more than another, it is considered to be "more appropriate". So the translator prefers obeying it. For example,

[2] To conform to their expectations, "Kantaike", a kind of cold medicine, is translated into "康泰克 (Kang Tai Ke)" which means "cure your cold immediately and regain you health" in Chinese.

[3] "Singulair", a drug of prevention and treatment of asthma, is translated into "顺尔宁 (Shun Er Ning)". "顺 (Shun)" means "make somebody comfortable", "尔 (Er)" means "you", and "宁 (Ning)" means "calm down". So "顺尔宁 (Shun Er Ning)" means "make you comfortable and calm down:".

The translators make their translations satisfy the readers' expectations to conform to the expectancy norms. But the expectancy norms are not only established by readers' expectations, but also "are governed by the prevalent translation tradition, by the form of other texts of the same genre, and by various other factors" (Chesterman, 1997, p. 64). The cultural traditions, the prevalent translation traditions including text-type and translation method, etc. in the target

language society are governing the expectancy norms.

Based on the analysis of the data in DID, it is found out that there are some factors governing the readers' expectations for translation of trade names of drugs. At first, the reader's mental expectations are sure to influence translation. And whether a translation is appropriate or not is dependent partly on the cultural tradition in the target language society. Meanwhile, the prevalent translation traditions are also influencing acceptance of the translation of trade names of drugs. In addition, as a linguistic symbol and a part of a product, the trade name is sure to be bound by the related laws and regulations. These factors are involved in expectancy norms in E-C translation of trade names of drugs. And they reflect in such expectancy norms in E-C translations of trade names of drugs as follows: mental expectancy norms, cultural tradition norms, translation tradition norms including text-type and translation method, and law norms.

A. Mental Expectancy Norms

These product norms are ultimately constituted by the expectancies of the target language readership (Chesterman, 1997, p. 64). After analyzing the translated versions in DID, the research argues that the mental expectancies of readers (the manufacturer and the potential customers) of the target language are main parts of expectancy norms in E-C translation of trade names of drugs.

The research explores the mental expectancy norms by analyzing the translated versions. According to the statistical analysis of translated versions, it is found that the morphemes used with supreme frequency are as follows:

TABLE I
THE PERCENTAGE OF FREQUENCY OF THE MORPHEMES

Morpheme	“美”	“克”	“力”	“乐”	“利”	“安”	“复”	“立”	“通”	“优”
Percentage	13.5%	7.5%	5.5%	5.1%	5.1%	4.7%	3.1%	3.1%	3.1%	2.7%

Table I indicates that “美(wonderful)”, “乐(happy)” and “优(good)” with information of emotional appeal reflect the reader's pursuit of happiness and wonderful things. “力(powerful)”, “利(beneficial)”, “立(immediately)”, “克(overcome)”, “复(recovery)”, “安(calm)” and “通(fluent)” with information of rational appeal such as efficiency and function of drugs reflect human's pursuit of health. The pursuit of happiness and health is rooted in human's mind. All trade names must conform to the mental expectancies including the translated versions. These morphemes not only reflect human's mental expectancies but also the translators' choices of conformance to the mental expectancies.

Furthermore, we must make it clear that the readership of translation of trade names of drugs is different from that of ordinary ones. There are two kinds of readers: the manufacturers and the potential customers. So there are also some differences between their mental expectancies. The manufacturers expect the translated trade names to catch the customers' attention, meet their mental desire and make customers buy the products. The potential customers pay more attention to health, the function of drugs and expect the cure for disease. They expect that the translated trade names, in some way, can satisfy their mental expectancies of health. The manufacturers' and the potential customers' mental expectancies are sure to influence the translation and be reflected in the translated versions. For example,

[4] “MENINGO A+C” – “美宁安 (Mei Ning An)A+C” is a kind of meningococcal polysaccharide vaccine. “MENINGO” means “脑膜” in Chinese, and “美宁安” means “a wonderful feeling of calm and safety”.

[5] “Venofer” – “维乐福” is to treat iron deficiency anemia (IDA), “维(Wei)” means “维护(to keep)”, so “维乐福 (Wei Le Fu) (Wei Le Fu)” in Chinese means “to keep you happy”.

[6] “Zofran” – “枢复宁(Shu Fu Ning)” is used to prevent or treat vomiting after chemo-treatment and operation. “枢复宁” means “nervous system calms down again”.

[7] “Essentiale N”- “易善复(Yi Shan Fu)” can correctly revive the damaged function and normal activity of enzyme of liver. “易善复(Yi Shan Fu)” means “good at reviving”.

In Example [4] and [5], “美宁安 A+C” and “维乐福” are emotional appeal versions which show the subject feeling. And they conform to manufacturers' mental expectancies and attempt to arouse the consumer's mental response. In Example [6] and [7], “枢复宁” and “易善复” are rational appeal versions. They provide information about the drugs such as functions and efficiency to comply with the potential consumers' mental expectancies.

In E-C translation of trade names of drugs, the readers' mental expectancies are not only reflected in translation but also conformed to by the translators. They are called **mental expectancy norms**.

B. Cultural Tradition Norms

Chesterman (1997, p. 68) argues that whether a translation is expected to be overt or covert will also depend partly on the cultural tradition in the target language. To make their translation more acceptable, the translators often choose to conform to the cultural traditions in the target language society. According to the statistical analysis of translated versions, it is explored that there are some Chinese cultural traditions in E-C translation of trade names of drugs such as national psychology, value orientation, and aesthetic, etc. which influence the acceptance for final translation products. For example,

[8] In Chinese people's mind, the best drugs are “神仙赠与的灵丹” (the most effective drugs from God). So If the

translated versions include “仙(Xian)” which means “God” and “灵(Ling)” which means “effective” in Chinese such as “ZADAXIN” – “日达仙”, “Amoxicillin” – “阿莫灵”, etc., they are easier to be accepted by the customers in China and arouse their responses.

[9] “Dragon(龙)” is the most representative of differences between western and Chinese value orientation, and aesthetic. In western culture, “dragon” is regard as symbol of evil. But in Chinese culture, “龙(Long)” is a commendatory term, a traditional auspicious symbol with magic. In “Cordarone” – “可达龙”, “Betaferon” – “倍泰龙”, “Sandostatin LAR” – “善龙”, and “Gaslon N” – “盖世龙”, “龙”(Long), as a linguistic symbol with magic, is easier to catch the customers’ attention and make them accept the translation.

When readers speak of translations being more or less “appropriate” or “acceptable” or the like, they usually make the judgment depending partly on the cultural traditions in the target culture. And the translators choose to follow these cultural traditions shared by the target language community to make their translation more “appropriate”. These cultural traditions which influence the acceptance of E-C translation of trade names of drugs are called **cultural tradition norms**.

C. Translation Tradition Norms

Chesterman argues that expectations of readers of a translation are partly governed by the prevalent translation tradition in the target culture, and are partly by the form of a similar text-type in the target language (Chesterman, 1997, p. 64). These prevalent translation traditions and the form of a similar text-type in the target culture affect the evaluating of the translated versions. They are some kind of expectancy norms. But what are the prevalent translation traditions in the target culture in E-C translation of trade names of drugs? What’s the form of a similar text-type? When people get used to something about translation and take it for the traditions, we call it **translation traditions**.

Take translation methods for example. According to the statistics of translation methods, it is found that transliteration is mainly employed at 95 % in E-C translation of trade names of drugs. Transliteration is the prevalent traditional translation method. The readers are used to these translation methods and the translators tend to transliterate the names of drugs.

Secondly, take the form of text-type for example. After comparing the pronunciation of English trade names of drugs and their Chinese versions, we find that the translators tend to choose the Chinese characters with similar pronunciation of English trade names of drugs to constitute the translated version, and determine the number of Chinese characters according to the English syllables.

TABLE II
THE CONTRAST BETWEEN ENGLISH SYLLABLES AND THE NUMBER OF CHINESE CHARACTERS

Contrast	increased	equal	decreased
Percentage	0.5%	65%	34.5%

According to table II, the translators mainly use the equal number of Chinese characters to English syllables in E-C translation of trade names of drugs. For example,

- [10] “Bayaspirin” – “拜阿司匹灵(Bai A Si Pi Ling)” “Pregnyl” – “波热尼乐(Bo Re Ni Le)”
 “Losec” – “洛赛克(Luo Sai Ke)” “Gutron” – “管通(Guan Tong)”
 “Atock” – “安通克(An Tong Ke)” “Alkeran” – “爱克兰(Ai Ke Lan)”

And if the English syllables are more than three, the translators tend to simplify and decrease the number of Chinese characters in the translated versions, and some English syllables are omitted. For example,

- [11] “Norditropin” – “诺泽(Ruo Ze)” “MultiHance” – “莫迪司(Mo Di Si)”
 “Vivonex” – “维沃(Wei Wo)” “Depakine Chrono” – “德巴金(De Ba Jin)”
 “Wartec Solution” – “华特(Hua Te)” “Contractubex” – “康瑞保(Kan Rui Bao)”

Only a few translated versions increase the numbers of Chinese characters when the English syllables are less than three, for example,

[12] “Gran” – “惠尔血(Hui Er Xue)” improved the recovery of neutrophil which is the largest number of cells of blood with phagocytosis, and play an important role in anti-infection. “惠” means “beneficial”, “尔” means “your”, and “血” means “blood”. The Chinese drug name means “be beneficial to your blood” that is the function and indication of the drug.

There exists a fact that the number of Chinese characters is less than 3. The statistical results of the number of Chinese characters in Chinese translated versions as follows.

TABLE III
THE PERCENTAGE OF THE NUMBER OF CHARACTERS IN THE CHINESE VERSIONS IN DID

The number of Chinese characters	5	4	3	2	1
Percentage	1.5%	9%	69.5%	20%	0

Table III shows that the number of characters in the Chinese versions in DID is mainly between 4 and 2 characters. These prevalent translation traditions and the form of translated version give the reader an idea that a translation (of

this type) should be like in this manner. In E-C translation of trade names of drugs, the readers think that the translators had done a better job in the above ways and the translated versions in the above manner seems to be more acceptable. If a translation conformed closer to the idea, the translation would be considered more “appropriate”. These prevalent translation traditions and the form of translated version which are accepted as criteria for judgment by the readers in target language society at large are called **translation tradition norms**.

D. Law Norms

Trade name is a component part and a linguistic symbol of drugs. It is a registered trade-mark and created by drug manufacturers in order to distinguish it from others and plays a role as an advertisement. Undoubtedly, it must respect the related laws and regulations of drugs and advertisements. The translated versions of trade names are also the trade names which are governed by the related laws. In this sense, the laws tell the people what the translation of trade names should be like.

In some cases, expectancy norms are working because of some authority norm. In any society, there are some people who are considered to have the right to establish this kind of norm. The related laws of trade names are made by the authorities. The related laws represent the requirements of the whole society for the trade names of drugs and it can be regarded as some kind of translation norms. They are called **law norms**. For example,

[13] According to article 50 in *Drug Administration Law of the People's Republic of China*, a drug name listed in the national drug standard is an adopted name in China. Such an adopted name may not be used as a trademark. The adopted name is the generic name of drug which may not be used as a trade name. And it means that the English trade name can't be translated into the generic name. Take “Nitrolingual” – “保欣宁” (Bao Xin Ning) for example. It is a drug used to prevent attacks of angina. The generic name is “Nitroglycerin Spray”(硝酸甘油喷雾剂), and the English trade name “Nitrolingual” means “硝酸甘油”. Usually, if the translator translates “Nitrolingual” into “硝酸甘油喷雾剂”, it's no problem. But in fact, it is illegal and not allowed to be registered because it is listed in the national drug standard.

Law norms are very special and compulsory. Generally, the translators have the choice to obey or to disobey the norms when they are facing the expectancy norms. But it is impossible to disobey the law norms. Otherwise, the translated trade names are not allowed to be registered in China. It means that the translated versions are prohibited entering the target language community. As a result, there are by no means such translations in China.

V. CONCLUSION

To sum up, these expectancy norms become the translational standard for evaluation and determine the translation products. The translators mostly choose to obey them to make their translation acceptable in the target culture. Mental expectancy norms, cultural tradition norms, translation tradition norms and law norms are not contradicted in E-C translations of trade names of drugs. In fact, they work together to determine the translation products. And they influence each other and transform themselves into each other under given conditions.

For example, law norms are legally enforceable. Law norms make the translators know what they can do and what they can't do, and also make the readers know what they can't expect or obtain. In fact, law norms influence mental expectancy norms. When people is used to following the law norms and regards it as the translation norms, in some way, the law norms become a part of traditional translation norms. And when some traditional norm is accepted by the authorities in the form of legislation, it becomes the law norms. Certainly, when some other translation norms are powerful to be accepted by the authorities in the form of legislation, they also become the law norms. After realizing the expectancy norms, it is beneficial to translate the trade names of drugs.

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