BOOK OF ABSTRACTS

Young Researchers Forum 2023: CROSSROADS – Methodological Choices in Linguistics and Translation Studies

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Department of Linguistics and Translation
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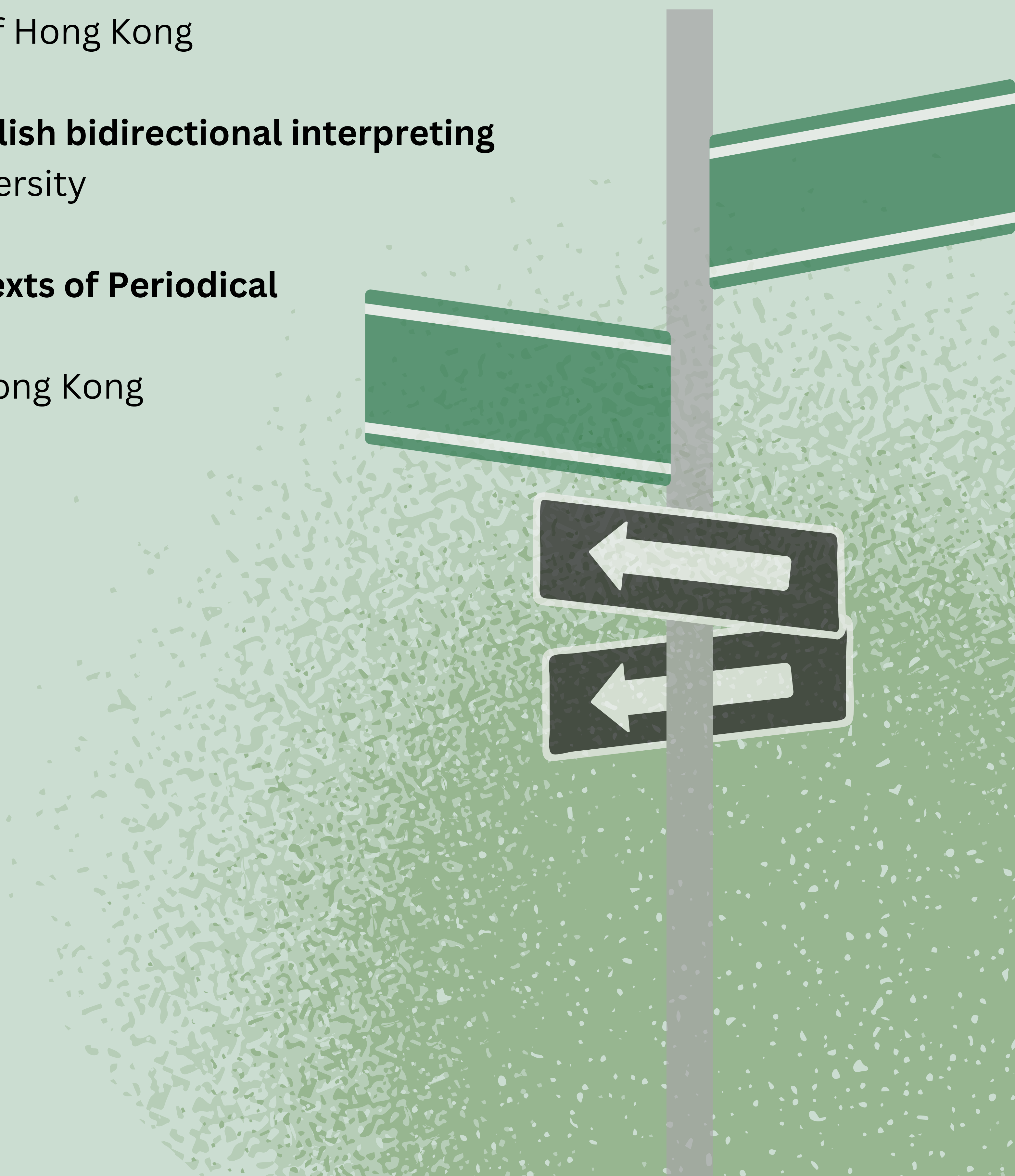

Unequal Sounds: An inclusive mother-tongue approach to Philippine English phonology

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This paper explores the intersection of phonology and inclusivity in constructing the Philippine English (PE) variety to "help democratize English language studies in the Philippines because it will broaden the range of possibilities that Filipinos can make an impact on the English language" (Tupas, 2004, p. 54). Since English varieties in different linguistic areas are shaped by local languages (Kachru & Nelson, 2006), descriptions of Englishes should not be limited to speakers from political and economic centers as they do not and cannot represent national varieties. Thus, linguistic approaches in the country should aim to foster inclusivity especially in English language use and studies to capture sociolinguistic reality more accurately and fairly. This study attempts to provide a more inclusive description of Philippine English (PE) phonology based on the speech samples obtained from native speakers of the 13 major languages in the country. It moves the emphasis from previously elitist-Manila-centric perspective to a more diverse and national in scope in illustrating the Filipinos' English production. Following Tayao's (2004) study, the data-collection instrument was made up of two parts. The first part gave the demographic profile of the participants as their name, age, sex, home address, first language/mother tongue, mother's name, mother's L1, father's name, father's L1, educational background, employer, employer's address, academic/administrative position, and years of service. The second part of the instrument, consisted of four sections, elicited from the respondents samples of English verbal production, which were recorded on audio-recorder device and on mobile phone. In the first part, participants were asked to give, in the form of monologue, their name, occupation, length of service, what their job consisted of, what they perceived their role in the institution to be and how they felt about it. The second part elicited the reading style of the participants who were requested to read aloud the passage, Wolf. The said passage was chosen since it is especially designed to facilitate the phonological description of new English varieties as it has the tokens of all vowels and consonants of the English language as well as a number of minimal pairs such as fool-full, fist-feast and dark-duck (Deterding, 2010). The participants then provided spontaneous responses when asked to give the summary and the moral of the passage, the third section of the second part of the instrument. The fourth section aimed to obtain the word and sentence lists speech style of the participants. During the conduct of the study, the researcher observed that participants were very conscious in their read aloud verbal tasks as they tend to approximate the inner circle phonological production. It became a concern since the research exploration would want to generate authentic data in order to provide segmental and suprasegmental features that are truly Philippine English. To solve such a challenge, participants were requested to read the word and sentence lists as well as the passage thrice but only the third recording was examined for analysis. This was done to provide a more authentic production since the effect of Observer's Paradox is believed to be minimized. Since people tend to change their language production as soon as recording starts, the researcher believed that after the second reading, the sound production patterns of speakers were more authentic that could further strengthen the claims of this study. The results highlight that contrary to earlier findings, the vowel inventory of PE include /ɪ/, /e/, /Ɛ/, /a/, /ɔ/, /o/, and /ʊ/; and the use of consonantal stops /d/ and /t/ for interdental fricatives /ð/ and /Ɵ/ respectively is not absolute as Filipinos tend to use one, and sometimes, the other. Thus, this study argues that the occurrence of diverging features from already established characteristics of PE phonology reflects the silenced voices of Filipinos from various linguistic and geographical backgrounds because of unequal opportunities to participate in the construction of the features of PE variety.

Key Words: Philippine English, Phonology, Inclusive, Segmental, Suprasegmental

Ethnographic Approach to Identity Work in Online and Offline Spaces

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Research on identity work in sociolinguistics has shifted from viewing identity as a static result of predetermined large-scale social categories to a more dynamic and constructed performance through interaction (Bucholtz & Hall, 2005; Li & Zhu, 2013; De Fina, 2011). In this school of work, recent studies examine identities in a more nuanced way as identities are characterized as "super-diversity" (Blommaert & Rampton, 2011) under the influence of computer-mediated communication in Web 2.0 era, where social media generates new performed identities – "light identities" (Blommaert, 2018), and the influence of global-scale transnational migration (Li & Zhu, 2013), by using multiple methods, including online ethnography (Kozinets, 2012; Hine, 2015) or traditional offline ethnography (Eckert, 1997; Hymes, 2004).

In line with these studies, my research aims to get a holistic picture of how marginalized transnational group of people – migrant domestic workers (MDWs) in Hong Kong, voices out and during the process, how they construct their identities by using multimodal semiosis as well as how their identities shift in language practices with regard to timespaces configuration. The findings of the research intend to fulfill the research gap, which in previous studies, the majority of them focus on hot social events and heated discussions widely circulated by the public by taking advantage of social media affordances (Zappavigna, 2015; Giaxoglou, 2018; Georgakopoulou, 2015), while few studies explore how marginalized people in a translocal place voice out in multiple channels with regard to material constraints and how their "light identities" in social media interact with "heavy identities" in offline spaces, which orient their actions.

My original research approach – which only adopts online ethnography as a method, has been adjusted after conducting a case study of how Filipino MDWs who join the grassroots organizations in Hong Kong use Facebook. These organizations advocate for the rights and welfare of MDWs who face various forms of discrimination, social exclusion and exploitation. In my ongoing research, it was found that "silence" or "inactive semiotic behavior" appears on their Facebook pages. However, they actively attend the offline protests and campaigns, in which their activist identities are emerged. This contrast demonstrates their common dilemma of using social media, including access difficulties as the identity of foreign migrant domestic workers and their concerns and worries as Filipinos under their government supervision. Although they admit that Facebook is an influential place with great potential to bring more audiences, the material constraints limit their usage of social media, shaping their media ideologies (Androutsopoulos, 2014), which made them put social media in a secondary position.

Although online ethnography is an effective way for observation and data collection, it cannot provide a holistic picture of MDWs' actual language use. In this situation, to have a better understanding of how migrant domestic workers construct their identities in real-life scenarios, I decided to adjust my research approach and to take online ethnography as a starting point for observation. At the same time, I conduct the ethnography in offline spaces to get the missed information.

My research is situated in semiotic practices by combining online and traditional offline ethnography with a focus on chronotopic identity exploration. Specifically, I view online ethnography as flexible and transparent sites where tons of public data provide semiotic details that reveal MDWs' identities and stances towards broader social issues. Within modes of language practices, it is clear that DMWs with the same "heavy diacritics" (Blommaert, 2018) also show strong heterogeneity considering how they perceive the contemporary socio-political dynamics and how they position themselves. These may form a new "light community," as proposed by Blommaert (2018). Nevertheless, if we zoom out – to observe the MDWs' grassroots organizations in offline places, we may realize that MDWs from these organizations' ideologies and identities are shaped or reshaped through the interactions with others in group. In other words, both online and offline observations help depict how translocal marginalized communities utilize their resources to voice out and how their chronotopic identities are constructed.

Currently, my research mainly uses the qualitative method. However, in social media research, numbers of classic works adopt quantitative methods. I am more than happy to hear more methodological choices from other researchers, especially quantitative methods, which may inspire me for future studies.

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Gender and Communication in Multi-model Contexts: Case study of two North American Sports Branding on social media

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This study investigated two famous sports corporations in North America as a case, Lululemon and Under Armour texts and images branding in gender communication view on social media platform Twitter through a context-based multi-model analysis approach. The study collected both context and social dynamics from 2020-2022 posted on Twitter, using a coding rule developed from the discourse speech acts in communication theories. The study assumed that the personalities and gender traits exist in the emotional branding, however, in the process a similar methodology can be used to incorporate additional modalities such as user-related information and taggings. So in this study, it highlights the existence of information carried by different modalities and the need to investigate the proper methodology to exploit the emotional branding and communication. By doing so, the data and the principles provided the persuasive back up in the findings. Both brands showed their gender differences in speech acts and linguistic features on social media platforms and conveyed a clear vision of value for the industry to develop better speech and context acting strategies on social media branding to their targeted gender markets.

Methodology

Evaluation of multi-model analysis of social media

Many researchers proposed specialized methods for their multi-model analysis. In this study, it classify the ones relying on the use of topic models, specifically the semantic space and additional with visual content. In this way, the study can manage to effectively combine the heterogeneous information carried by different modalities of the images, which are significantly impact in product promotion and communication on social media considering in this case the sports branding we investigated in.

In recent study, some authors propose an approach for multi-model characterization of social media by combining tags as resources. And in the data collection in this study, it is easily to find that the tagging and labeling showed the consistency in the communication. However, after evaluating that such as tag recommendation, classification function is existing and constructing in nowadays mainstream searching and social tagging system, it is also clearly to distinguish them from the tasks of exact semantic and discourse analysis in this study. Coding retrieval based on both texts and visual features of images as a supplementary way can support suggestions and decrease the bias and ambiguity on single texts or social media resources.

Data collection from Twitter and coding

Twitter as a integrated social media platform, functionally in videos, images and text.

Every single tweet is limited to 280 characters so it is also easily to be used on any devices, especially on mobile phone.

Lulu and Under Armour have their Twitter official accounts. In the process it was found that these two brands did not post equal quantity content from Sep 2020 to Feb 2022, Lulu was much more than Under Armour. To make the results accurate, an extension the of observation period and collection in Under Armour Twitter was conducted. As a result, posts were collected from Lululemon and Under Armour. Lululemon was from Sep 2020 to Feb 2022, and Under Armour was from Feb 2020 to Feb 2022 for quantity reasons. Then systematic random sampling was taken to make sure each of them have the same amount of data, specifically one data from every two items. The content of each post would be categorized followed the Discourse-pragmatic coding scheme (see Figure 1) and each tweet was coded for only one act.To examine the personality traits in feminine or masculine position, each tweet also was coded for only one trait to make sure the accuracy. (see figure 2)

In the process of collecting posts, the visual images are significantly important in gender traits coding, as the methodology used in this study suggested. So the images are taken as a domestic metrics in coding gender traits combining with speech acts in texts. (see figure6)

Research questions

For the research gap in the genre of gender communication of social media branding, our study asks three main research questions.

1. What are the common and different personality traits emphasized between lululemon and Under Armor on Twitter?
2. What are the common and different speech acts emphasis (discourse-pragmatic) between lululemon and Under Armor on Twitter?
3. How does the choice of personality traits and speech acts on Twitter reflect the brands in terms of gender and communication?

Data examples and illustrations

Coding Scheme1: Discourse-pragmatic (figure1)

Speech Acts:	Coding:
Manipulative acts	Inviting
Reactive acts	Reacting
Informative exchange acts	Inquiring
Other	Other

Figure1 Coding Sheme1

Coding Scheme2: Personality Traits (figure2)

Masculine:	Feminine:
Strong	Caring
Forceful	Warm
Fighting	Understanding
Determined	Empathetic
Effective	Compassionate
Rational	Congenial
Confident	Humble
Champion	

Figure2 Coding Scheme2

Figure6: Under Armour Twitter Gender Traits posts

Some posts are also picked up to represent the Under Armour masculinity traits on Twitter. It is obvious that Under Armour is using this kind of feature as a strategy in communication with the target audience, which are athletes, professionals, and people who agreed with these values.

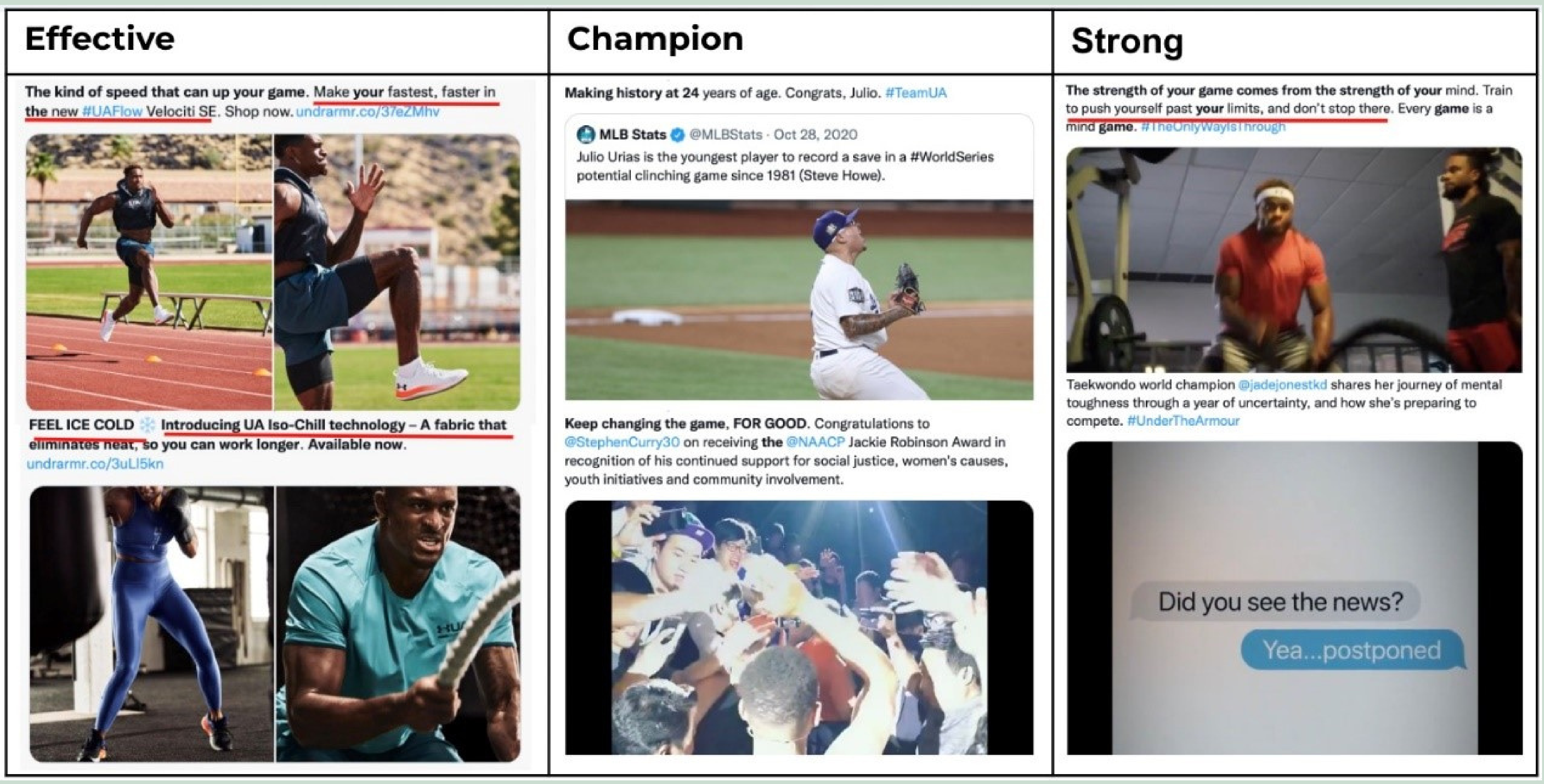

Figure6: Under Armour Twitter Gender Traits posts

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An Empirical Study on Chinese Character Processing by Alphabetic, Japanese, and Korean Learners

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Considerable studies have concentrated on Chinese character processing by Chinese native speakers. In contrast, relatively few studies have been on L2 Chinese learners from different native language backgrounds and at different Chinese proficiency levels. The present study investigated character processing by alphabetic, Japanese, and Korean learners at intermediate and advanced Chinese proficiency levels to fill the gap. Three elicitation tasks adapted from previous studies (Ma et al., 2016; Tong et al., 2016; Zhang & Wang, 2010), namely the semantic categorization task, the pronunciation judgement task, and the picture-pseudo character matching task, were employed to specifically examine the roles of orthography, phonology, and semantics in Chinese character processing by the learners. The semantic categorization task and pronunciation judgement task used the priming paradigm and shared the same prime-target Chinese characters as the experiment materials. The test trials consisted of five groups of prime-target characters, 15 pairs in each group. The grouping was based on the relationship between the prime and target characters, including: (1) orthographically similar (e.g., "饭一板"), (2) phonologically identical (e.g., "电 diàn一店diàn"), (3) phonologically similar (e.g., "师shī一吃chī"), (4) semantically related (e.g., "写 writing一读 reading"), (5) unrelated (e.g., "菜 cài/vegetable一叫 jiào/call"). All the trials were randomly presented. In the semantic categorization task, the participants were required to judge whether the target character, preceded by a prime, can represent a living thing within 3000ms. The primed character's stimulus onset asynchrony (SOA) was manipulated as 60ms, 150ms, and 300ms. The pronunciation judgment task followed the same procedure as the semantic categorization task but required the participants to judge whether the target character's pronunciation was "yi". The picture-pseudo character matching task examined learners' sensitivity to characters' orthography, phonology, and semantics in character processing under a moderate context without the demand for semantic or phonetic activation. For this task, we created 16 objects, each with five pseudo-characters as the possible written symbol. All the pseudo-characters were left-right compound characters. The positions of semantic and phonetic radicals in the pseudo-characters and the radicals' relatedness to the meaning or pronunciation cues provided were manipulated. In each task trial, the participants were provided with a picture and an audio description indicating a newly created object's meaning and pronunciation cues. They were required to rank five pseudo-characters to show how well each character matched the object.

The data obtained from the three separate tasks will be subjected to individual analyses and R language will be employed for data analysis. First, we will investigate the activation sequence of orthographic, phonetic, and semantic information of Chinese characters by examining the results of the semantic categorization task and the pronunciation judgment task separately. Linear mixed effects models will be used, with participants' reaction time as the dependent variable. The type of primed Chinese characters, SOA conditions, participants' native language, and proficiency level are fixed effects. Additionally, the influence of individual differences among participants and each Chinese character pair on reaction time will be treated as random effects. Through model comparisons, we seek to identify how and when different learners activate orthographic, phonetic, and semantic information under the demand for semantic and phonetic activation during character processing. Secondly, the results of the picture-pseudo character matching task will be analyzed using three-way mixed-design ANOVA. The dependent variable will be the scores of each type of pseudo-character. The types of pseudo-characters, participants' native language, and proficiency level are independent variables. We aim to uncover patterns of learners' reliance on semantic and phonetic radicals, providing insights into the semantic and phonetic routes they follow in character processing.

We hypothesize that learners' native language and task demands will impact character processing while learners' Chinese proficiency will not. Precisely, we predict that alphabetic learners will activate a character's pronunciation before its meaning, regardless of the task demands. They will rely more on phonetic than semantic information in character processing. In contrast, Japanese learners will activate meaning earlier and later than pronunciation when semantic and phonetic activation is required, respectively. They will rely more on semantic than phonetic information in character processing. Korean learners will perform similarly to Japanese learners in the two priming tasks. However, they will rely equally on semantic and phonetic information in character processing. The present study will theoretically supplement studies on Chinese character processing by Chinese learners.

Keywords: Chinese character processing, semantic activation, phonetic activation, priming paradigm

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GUEST LECTURE:
Ethnographic Research in Translation and Interpreting Studies

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In parallel with the growing interdisciplinarity of Translation and Interpreting Studies (TIS), and an increasing interest in participant- and process-oriented studies in the field, there has been a burgeoning of innovation in methodologies that transcend disciplinary boundaries. TIS scholars have begun to reflect systematically on research methods, as is evidenced by the publication of dedicated monographs and the inclusion of entries on research methodologies in encyclopaedias and handbooks. With a shifting attention from texts to practices, ethnographic approaches have gained popularity as researchers have felt compelled to enter the field to study the agents, their practices and actual processes of translation and interpreting, and the interactions involving both human and non-human actors. The ethnographic methods that TIS scholars have started to apply include participant observation, fieldnote writing, diaries, interviews and focus groups. Drawing on the past and ongoing ethnographic projects with which I have been associated over the last ten years, I will firstly introduce ethnography as a methodology that has its roots in social and cultural anthropology, premised on an interpretive hermeneutic epistemological stance. The key methods of fieldwork/participant observation, fieldnote writing, and interactive interviews will be explained with examples. In the presentation, I will also discuss how ethnography is and should be understood beyond its methodological application, but also a mode of writing, cultural representation and a research framework.

Methodological Challenges with Using Interviews to Investigate the Influence of Ideology on Institutional Translation

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My doctoral project looks at the influence of ideology on the portrayal of Mao Zedong in Chinese to English translations of Volume V of The Selected Works of Mao Zedong. I compare translations produced by three translating institutions: the Chinese Foreign Languages Press (FLP); the CIA-affiliated Joint Publication Research Service (JPRS), and the American academic institution Brown University (BU). The approach taken is textual and comparative, but at the same time seeks to situate each text within its specific translation context in order to better understand why each translation is the way it is.
The methodological crossroads at which I find myself involves the potential incorporation of material gained through interviews with translators involved in the BU translation project. The translation of Mao's works carried out at Brown University in the late 1970's and early 1980's involved the participation of young translators who are still active today. I have done some preliminary research on these translators and have been able to find biographical and contact details for a number of them. Having raised this potential source of information with professors and other students, the prevailing sense seems to be that such a potentially valuable source of insight into the project ought to be exploited. However, the prospect of incorporating such interviews into my thesis raises a number of methodological issues.
The first issue raised is of a methodological imbalance. I am only in a position to interview participants in one of the three projects that form the basis of my comparative analysis.
For the FLP translation, there already exists some documentary evidence of the translation project, including interviews with translators. For several reasons, I do not think I will be able to conduct my own interviews with people involved with this project. For the CIA-affiliated JPRS translations, interviews are not an option. The inherently secretive nature of intelligence institutions means that translators are anonymous and nothing about the translation process is publicly available. It is unlikely that any investigations on my part will provide any insight into the process and participants of this translation project. So, while I will be able to ask any questions that I think might help with my thesis to some of the BU translators, for the other projects I will have to rely either on other people's questions or on nothing at all. The question is: how problematic is this informational imbalance?

My second issue regards the usefulness and appropriateness of personal interviews for a study concerned with translation by institutions. The translators I have identified as potential interviewees did not occupy senior or editorial positions in the project: they therefore were not the ones setting the agenda or responsible for oversight and consistency in translation. How much do the perspectives of individuals with minor roles matter in the analysis of a large and complex translation project?

The final and most significant methodological issue raised by these interviews is whether or not interviews are suitable at all for a study on ideology. Ideology is widely acknowledged to have a significant unconscious element. The American cognitive linguist George Lakoff has noted the ubiquity of 'hidden, unconscious ... frames and metaphors lying behind conscious beliefs' (Pires de Oliveira 2001, 37; Cited Munday 2007, 213). In Translation Studies, Hatim and Mason have noted the importance of 'unconsciously filtered' ideological mediation (1997, 119). Critical Discourse Analysis, the discipline concerned with making clear the 'link between ideology and the language in which that ideology is expressed' (Munday 2007, 198) has been influential in Translation Studies, and is almost entirely textual in its focus. It does not ask language producers what their ideological motivations were in the production of the text, but interprets the language used based on textual evidence. This is because 'language reproduces ideology' (Simpson 1993, 5), and 'reproduction is for participants a generally unintended and unconscious side-effect, so to speak, of production and interpretation' (Fairclough 1989, 162). Interviews, based as they are on personal narrative account, may not be the best way to enquire into these 'reproductions'. They are, after all, a 'contingent product of memory that filters recollections of the past through a speaker's self-presentation years later' (Baker 2019, 150). Given the limitations of interviews as a means of investigating ideology, might it be better for me to stick to the text-based approaches preferred by critical linguists?

Despite the methodological issues raised by the incorporation of interviews, as a researcher it is difficult not to pursue such a potentially insightful avenue of investigation. I therefore would welcome any insights that others might have into these issues or any others I haven't considered. In particular, I would welcome insights into how to design and conduct interviews in a way that could help mediate any of the concerns I have raised.

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Automated fidelity assessment of Chinese–English bidirectional interpreting

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Semantic similarity emerges as a tool for improving machine translation and translation quality assessment. It assesses by highlighting the semantic meaning of the sentence's components rather than the rigid word-to-word matching. While previous literature documents the encouraging results of semantic similarity in translation quality assessment, little research explores its validity in the automated assessment of interpretation, especially relying on cross-language semantic similarity. The application of cross-language semantic similarity sets statistically captures the information equivalence between the source-language inputs and target-language interpreting renditions while possibly eliminating the reliance on reference interpretation(s). The semantic similarity score is obtained by calculating the distance between the sentence embeddings of the source and target texts produced by the language model Language-Agnostic BERT Sentence Embedding (LaBSE; Feng, et al., 2020).

In the current phase, I conducted pilot studies to explore the viability of using LaBSE to assess bi-directional Chinese–English interpreting. I sourced 400 interpreting samples from the Parallel Corpus of Chinese EFL Learners (PACCEL; Wen, Wang, 2008), comprising 200 Chinese–English and 200 English–Chinese samples. To ensure the balanced distribution of grade levels, I conducted stratified sampling to the whole corpus, randomly selecting 100 transcripts of interpreters who passed and failed, respectively, in each interpreting direction. I input all selected interpretations into the LaBSE model to obtain cross-language semantic similarity scores. Then R 4.0.3 (R Core Team, 2020) was used to perform data analysis on the cross-language model. The independent variables were the semantic similarity scores and the interpreting directionality. The dependent variables were human ratings of the interpretations, comprising the categorical variable of 'pass' or 'fail' and the numeric variable of rated scores. The dataset comprising the semantic similarity scores between source and target texts and the corresponding human rating scores of the interpretations were referred to as the 'pass–fail dataset'. The subset of the dataset comprising the semantic similarity scores and the corresponding human rating scores of the interpretations of learners who passed the exams were referred to as the 'pass dataset'.

The results indicated that correlation coefficients between the semantic similarity and scores in the fail data were higher than those in the pass data in both interpreting directions (see similar results in Liu, 2021). It is likely that learners who failed the tasks did not sufficiently comprehend the source speech, which was accurately captured by the fidelity assessment using semantic similarity scores. Regarding the predictability of the semantic similarity score, relevant data analysis indicated that there has a strong correlation between the semantic similarity scores and human scores in both interpreting directions. It should be noted that the impact of directionality on correlation coefficients: the correlation is consistently higher in the English–Chinese direction than in reverse (see similar results in Lu & Han, 2022). Additionally, we explored further and found that the correlation coefficients in the pass dataset were higher than those in the fail dataset in both interpreting directions, which indicates that the semantic similarity scores may not adequately distinguish interpretations in the pass dataset.

In sum, the pilot studies show the feasibility of the semantic similarity method for the purposes of automated grading and scoring. Considering the underperformances of the method in the pass dataset, I will analyze the target-language features to improve the performances of the automated scoring system. I then plan to validate the improved automated systems with the held out data and conduct the user testing of the systems in an authentic interpreting classroom. Moreover, the impact of directionality on the semantic similarity's predictability can be observed, with better performance in the English–Chinese interpreting than in the opposite direction. Two plausible explanations could be the raters' language background and the learners' language background. The raters from the PACCEL corpus had Chinese as their L1 and English as their L2. When accessing the interpretation in Chinese, they assess in their mother tongue. Presumably, they were much more competent, confident and comfortable, thus the scoring results are more likely to be consistent and accurate (e.g., Chen et al., 2022; Han & Riazi, 2018). Thus, the more consistent scoring of the Chinese interpretations tends to have a stronger correlation with machine-produced scores that are also highly reliable. The learners' language background, interpreting into (or from) their dominant language, is another explanation. When the student interpreters performed the English–Chinese interpreting, the students interpreted in their mother tongue, a much more familiar language. Their interpreting performance tends to be superior, with fewer omissions (Darò et al., 1996), and fewer grammatical and lexical errors (Chang & Schallert, 2007).

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Debunking the Yet-to-Be-Known: The Source Texts of Periodical Translations in the Early Republican Era

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This article serves as a retrospective reflection on the methodologies I have devised and adopted to determine the source texts of periodical translations during the first half of the Republican period (1910s–1930s). I offer a solution to this rudimentary yet highly important issue in the area of translation history.

Periodical translations played a phenomenal role in the literary forum of early Republican China. The vibrant publishing milieu called for various kinds of translations from various sources, with various participants, leaving a tremendous vault for scholarly investigation. In sharp contrast to this great resource pool, most translations (mainly from English to Chinese) are poorly explored due to the unsuccessfully identified originals. Given this pitiful gap, it is my contention to devise an archaeological approach to unearthing the original sources.

My solution to this problem can be summarized in three steps. First, consider starting with secondary materials such as scholarly researches, published catalogues, and online resources. This type of investigation is efficient and time-saving and can provide a panoramic view of your research topic, laying a solid foundation for further exploration. After the establishment of preliminary knowledge, examine the first-hand materials from center to periphery. Labor-intensive as it seems, the process can be equally reciprocal. In terms of center, I mean materials that are produced by the translator him/herself and their collaborators. For example, A good examination of the translators' prefaces, memoirs, column articles, complimentary essays from their friends, will help to disclose relevant information on their reading preferences, subscription and purchasing records, reasons of selections and motives, opinions and criticisms of their translations, etc. An additional search of the peripheral materials—those that are found concomitantly in the search of translator-wise ones—would sometimes bring further luck. Here I would like to emphasize printed ephemera, including pamphlets, brochures, synopses, photographs, advertisement, so on and so forth. Evidence of a peripheral nature would, sometimes in a serendipitous way, enrich the understanding of translation both as a process and an end-product and thereby potentially bring further leads to the anonymous originals.

The second step is to build connections. My approach is methodically inspired by Robert Darnton and his analytical framework of "communication circuit." I further suggest examining the relationships between different periodicals from both source culture and target culture, which can be further conceptualized into three categories: 1) source A and source B, 2) source A and target A, and 3) target A and target B. In the first and third categories, it is to focus on periodicals that share similar authorial groups, editorial tastes, and designed readership in the source/target culture. For example, George Newnes (1851–1910) has been identified as an absolute publishing tycoon in the Late Victorian period. His editorial idea of "light journalism" as implemented in his Strand Magazine has had a huge impact in the periodical industries both in the UK and the US. Therefore, centering on the Strand and comparing its derivatives, like the Windsor's Magazine and the Pall Mall Magazine in Britain, and Munsey's and Scribner's in the State, would be a very good start.

The second category looks specifically at the direct modeling of a source publication in the target culture, of which Libailiu 礼拜六 [The Saturday], a weekly journal published intermittently in early Republican Shanghai, purportedly modeled on The Saturday Evening Post published in America, is a good case in point. The ideas outlined here benefit from Joan Judge's vertical reading, horizontal reading, and situated reading in her seminal works Republican Lens.

Building connections of the three kinds, one is able to connect the discrete dots into grids, grids into pixels, and pixels into images. One by one, if fortunate enough, the trajectory of discrete sources with their translations could be mapped out with such a precision that it could even be possible to generalize the circulation of the periodicals in the framed period, thus revealing the transcultural expedition of a story, a genre, a periodical, even a literary trend.

The last step is to leap into the unknown. Experientially, it requires bold guesses and sometimes necessitates an extra bit of luck (since luck is highly unreliable and unpredictable!). Nonetheless, the guesses and luck are to a large extent determined by procedures listed above. With a solid understanding of the subject one wishes to explore further, it is much easier to find links between the source and the target texts.

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