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业》（序言）英汉翻译实践报告

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**A Report on the English-Chinese Translation
Practice of *Chinese Ethnic Business: Global and Local
Perspectives* (Preface)**

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**A thesis submitted in conformity with the requirements
For the degree of Master of
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In English Translation**

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摘 要

本次翻译实践选取Eric Fong和Chiu Luk合著的*Chinese Ethnic Business: Global and Local Perspectives*（《全球和地方视域下的华人族裔企业》）作为翻译材料。选材的原因是，推动我国文化发展,提高跨文化交流水平,需做到文化“引进来”和“走出去”相结合，译介西方视角下的华人族裔企业类书籍，对跨文化释意、翻译应用、贸易实践等从业者具有显见的重要性。本书从华人社区发展、同质化、故土情节等方面，系统描述和分析了海外华人族裔企业的生存与发展状况。经过语料库主题词分析，该书在技术术语、名物化词语、被动语态等使用方面呈现显著性特征，属于信息型文本。

实践报告以该书序言作为个案分析对象。基于信息类文本特征，翻译的重点是客观地表述源文的信息。在实践中，词语搭配意义的识别、语码转换的语义简洁、内文语篇的语义连贯成为翻译的难点。翻译实践从搭配词、语义韵、内文性等语言学理论出发，分别在词语、句法、篇章层面进行释意，并总结其收获和不足之处。

本翻译实践的意义在于，从汉语角度向目标读者普及华裔族裔企业知识，丰富了族裔文化释意内容。就信息型文本翻译而言，译者应充分信任文本，不宜过度彰显个人声音；从搭配、语义韵、内文语义和谐等入手分析翻译对等单位，将抽象的语言交际功能转化为具体的局部文本功能，有助于跨文化释意和翻译教学。本翻译实践的不足之处在于：译者收集的平行文本数量相对较少，且译文的可读性及论文的学术性有待进一步加强。

关键词：信息型文本；华人族裔企业；翻译对等单位；语义韵；内文语义和谐

Abstract

This translation practice selected *Chinese Ethnic Business: Global and Local Perspectives*, co-authored by Eric Fong and Chiu Luk, as the translation material. The reason for the selection is to promote the development of Chinese culture and improve the level of intercultural communication, which requires a combination of cultural “Going In” and “Going Out” strategies. The translation and introduction on Chinese ethnic business books in the western perspective is of great importance to practitioners in intercultural paraphrase, translation applications and trade practices. This book systematically describes and analyzes the survival and development of overseas Chinese ethnic businesses in terms of community development, homogenization and homeland plot. According to the analysis of theme words in the corpus, the book shows significant features in the use of technical terms, nominalized words, passive voice and other aspects, which belongs to the informative text.

For this translation practice report, the preface of the book is chosen as a case analysis. Based on informative text features, the focus of translation is to objectively state the information of the source text. In practice, the identification of collocation meanings, semantic conciseness in code-switching and semantic coherence within the intra-text become the challenges of translation. Based on linguistic theories such as collocation, semantic prosody and textually, the translation practice interprets the text at the lexical, syntactic and textual levels and summarizes the gains and shortcomings accordingly.

The significance of this translation practice is to popularize the knowledge of Chinese ethnic businesses to the target readers from a Chinese perspective, enriching the paraphrase of ethnic cultural content. In informative texts translation, translators should fully trust the text without highlighting personal voice. By analyzing translation equivalent unit from the perspectives of collocation, semantic prosody, and intra-textual semantic harmony, transforming abstract communicative functions between languages into specific local textual functions is helpful for intercultural paraphrase and translation teaching. The shortcomings of this translation practice are that the number of parallel texts collected by the translator is relatively small, and the readability of the translation and the academic value of the paper need to be further strengthened.

Key Words: Informative text; Chinese ethnic business; Translation equivalent unit; Semantic prosody; Intra-textual semantic harmony

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Chapter 1 Introduction

The introduction is in two parts: the practice background focuses on the historical background, current state of development and existing problems of the practice; the purpose of the practice clearly states the main aims and purposes of the practical activity; and the significance of the practice emphasizes the importance and value of this practical activity.

1.1 Background of the Practice

The profound and extensive Chinese excellent culture with a long history is considered the root and soul of the Chinese nation, which embodies the deepest spiritual aspirations and the most profound spiritual characteristics of the Chinese people, and represents their unique cultural identity. In the new era, it is imperative to foster the creative transformation and innovative advancement of Chinese traditional culture, continuously enhance its influence and appeal, and increase the level of openness of Chinese culture. So, we must adhere to the strategy of combining “Going In” and “Going Out” in cultural exchanges. In this process, China should not only reflect on and learn from the cultures of other nations with an open and inclusive attitude, thus promoting cultural diversity, but also actively promote its own traditional culture and showcase the country’s profound foundation and unique charm.

Therefore, the translator selects “Chinese ethnic businesses” as the text object for interlanguage interpretation, which is significant on three levels. Firstly, it enriches the interpretation content and popularizes ethnic culture for targeted readers; secondly, by telling the story of the survival and development of Chinese ethnic businesses in a western perspective, it provides targeted readers with diverse perspectives, and disseminates Chinese traditional culture to the west; finally, by sharing the struggles and experiences of Chinese ethnic businesses, it serves as a reference for families, enterprises and individuals aspiring to overseas development. However, the topic of Chinese ethnic businesses has not been sufficiently translated or given sufficient attention at home and abroad. Even in few translations, the theories used are mainly limited to sociology and economics. As a result, it is worthwhile to conduct a thorough investigation into this subject (Zhou Min & Wang Dalei 2021). Accordingly, the translation report selects the book *Chinese Ethnic Business: Global and Local*

Perspectives as Chinese translation material that describes the survival and development of Chinese ethnic businesses, whose aim is to share information about Chinese ethnic enterprises with the target readers.

The book is divided into three parts respectively covering three main topics: the effects of economic globalization, the effects of transnational connections on the functioning of Chinese ethnic businesses, and the relationship between the local urban structure influenced by economic globalization and the growth of Chinese ethnic businesses.

The primary objective of this translation is to ensure accurate conveyance of the book's information, facilitate the target readers' understanding of its content and significance. To achieve this, the translator employs corpus linguistic theory, guiding effective translation strategies at the lexical, syntactic, and textual levels. This approach aims to provide fellow translators with fresh insights and directions in translating similar subjects or informative texts.

1.2 Purpose and Significance of the Practice

The aim of the translation practice is threefold: (1) to share the survival and development history of overseas Chinese enterprises from a western perspective, providing diverse viewpoints for Chinese readers interested in intercultural communication; (2) to enrich the paraphrase content of Chinese ethnic businesses, and popularize ethnic cultural for Chinese readers; (3) to offer guidance for businesses, families, and individuals aspiring to develop overseas by drawing on the struggles of Chinese ethnic businesses.

The translation practice not only offers ideas for other translators but also holds significant importance. Firstly, by using linguistics and translation theory, the text object of "Chinese ethnic business" is selected for interlanguage interpretation, which enriches the interpretive content of the text object from a linguistic perspective. Secondly, the source text integrates information explanation, academic argumentation, and ethnic cultural interpretation, and selects appropriate strategies, methods, and techniques for Chinese translation and explores the methodological implications of combining text type, thematic content, and translation practice. Additionally, it highlights the value of the translation for popularizing thematic knowledge, academic exploration, and promoting the "Going Global" initiative for Chinese target groups.

Chapter 2 Pre-translation Preparations

The pre-translation process involves three main procedures. Firstly, the translator collects parallel text information, such as the author's education, family history, writing background, and related works. Secondly, the translator determines the type of text through a comprehensive reading of the source text and corpus analysis. Lastly, as each type of text has its own style and characteristics, which requires different translation strategies, the translator selects appropriate translation tools and theories based on the type of text.

2.1 Identification of Text Types

Translation texts can be classified into three types, namely expressive, informative, and vocative (Reiss 2004). Each type of text has its own unique style and characteristics, requiring different translation strategies. To successfully translate different types of text, it is crucial to possess a solid command of the target language, along with a comprehension of its type and style, and target audience of the source text (Newmark 1981, 1988). By using the Brown corpus as a reference corpus and AntConc¹ software to generate a keyword list, the translator discovered that most of the words in the text are nominalized from verbs by ending with “tion”, “ment” or “ance”, such as “concentration”, “limitation”, “operation”, “participation”, “development”, “management”, “arrangement”, “investment”, “importance”, “significance”, “maintenance”, “assistance”. Apart from these, there are many technical terms in specific fields, such as “enclave economy”, “transnational linkages”, “Chinese ethnic business”, “economic sociology”. Accordingly, it is confirmed that the text is an informative text.

Based on the informative text type, the translator primarily employs functional equivalence theory (Nida 1969) and lexical grammar theory (Sinclair 2000) for translation, using concise language and expression to convey ideas. Additionally, several online translation tools, such as Baidu and CNKI Translator Assistant, were tested and their results compared to select one or two tools. The text type of this

¹ Antconc software is a corpus retrieval tool developed by Professor Laurence Anthony, Waseda University, Japan. Its core functions include word lists, keyword lists and concordance.

translation practice report is informative, and has an academic style; Translators must reflect not only the objectivity of the information text and the looseness of the cultural text, while also maintaining the rigor of the academic text. The translation should be easy for the general public to read and understand.

2.2 Determination of Translation Tools

Firstly, the translator used several online translation tools, including Baidu translation, DeepL translation, Youdao translation, and CNKI translation assistant, to translate a paragraph. After comparing and analyzing several translation results under combining the text type, the translator found that CNKI translation assistant provided better translations for some official or academic words. Baidu translation, on the other hand, was better in terms of accurately expressing information and writing smooth sentences. So, the translator decided to combine the two translation tools to translate the text. Lastly, the translator refined the text by importing MemoQ² to unify the format and ensure terms consistency.

2.3 Application of Theories

This translation practice utilizes translation theory and linguistic theory under rooting in the framework of the extended units of meaning (Sinclair 1996, 2004; Li Wenzhong 2021), which mainly examines the structural characteristics of Chinese and English node words, the interaction between structural elements, and the corresponding relationship of translation equivalence in structural formation. In specific operations, the analysis of extended units of meaning keeps the nodes unchanged, sequentially describes collocation, colligation, semantic preference and semantic prosody, and finally summarizes the units of meaning (Liu Yunfeng 2023). Pu Jianzhong (2014) points out that the concepts of meaning unit, translation unit and corresponding unit are three different but closely related terms proposed in different contexts. The meaning unit refers specifically to the lexical item or meaning unit that Sinclair described in detail in his two papers in 1996 and 1998. A translation unit is the smallest, monosyllabic linguistic unit in the source language that can have only synonymous translation equivalents in the target language. Li Wenzhong (2010) proposes the

² MemoQ is the first computer-aided translation software developed by kilgray translation technology company in Hungary. Its core functions mainly include editor, translation memory, term management, machine translation and post editing.

concept of “corresponding unit” to define it as “any recognizable text block or segment in both the source and target text”. He explicitly states that “the translation unit, like the meaning unit, is an analytical theory and cannot be used for identification operations”. The concept of the corresponding unit does not take into account elements such as “monosemy” and “minimality”, which increases the flexibility in the manual identification of corresponding units.

Translators employ the theory of functional equivalence, which prioritizes the communicative functional equivalence of texts across languages at the lexical, syntactic, and textual levels (Nida 1969). Refining the abstract concept of “communicative function” into specific textual functions requires the lexical grammar theory (Sinclair 2000), namely, it highlights the integration of lexis and grammar, the compatibility of form and meaning, and the collaborative creation of meaning or function in specific textual contexts.

Semantic prosody is a linguistic concept that refers to the semantic tendencies and emotional connotations of words or phrases in specific contexts. Louw (1993) put forward the concept of semantic prosody, defining it as “a language form influenced by a consistent semantic environment surrounding its collocations, which is referred to as semantic rhyme in this article”. Subsequently, Louw clarified that Sinclair was the first to observe the phenomenon of semantic prosody and gave it its name. It encompasses a range of complex features related to word meaning, such as evaluative meaning, stylistic style, and thematic content, which interact to form the overall perception and attitude of language users towards a particular topic or situation. Semantic prosody implies that the meanings of focal words and their collocations are interwoven and mutually influenced, enabling the expression of speakers’ attitudes and communication intentions through this interactive process. (Sinclair 1996, 2004; Gao Ge & Wei Naixing 2017, 2019).

Semantic prosody can be classified into three categories: positive, neutral, and negative (Stubbs 1996). Positive semantic prosody pertains to the co-occurrence of lexical units primarily exhibiting positive semantic traits, thereby fostering a favorable semantic ambiance. The negative semantic rhyme features collocations of lexical items with distinctive negative semantic characteristics, creating an overall negative atmosphere. In contrast, the neutral semantic prosody attracts both negative and positive collocations, resulting in a more complex semantic feature. Stubbs (2001) believes that

“semantic prosody is a feature that can span several (language) linear units... semantic prosody expresses the speaker’s attitude”. Indeed, Sinclair’s paper (1996) also emphasized that semantic prosody expresses the speaker’s attitude and is more pragmatic than semantics.

Chapter 3 Case Analysis

Having identified the text type as informative, the translator proceeded with the translation process. The translator first utilized translation tools for a test translation and then combined relevant parallel texts to polish and improve the translation. However, the translator encountered some difficulties in choosing lexical meanings, realizing conciseness of sentence, and attaining coherence of discourse. To overcome these difficulties, the translator flexibly applied the theory of functional equivalence, transforming abstract functions into concrete lexical-grammatical actions, guided by the lexical grammar theory. This approach helped to resolve the challenges and ensure a more accurate and effective translation.

When dealing with cases, the translator delves into the text from three distinct levels. This includes single-word terms, compound units of meaning, long sentences, and discourse coherence. At the lexical level, the model of Extended Unit of Meaning (Sinclair 1996) is employed by the translator to analyze collocations, colligation, semantic preference, and semantic prosody. At the syntactic level, attention is paid to the structure, tense, voice, and form of clauses or sentences composed of word combinations, as well as the identity of the formal structure and meaning expression of clauses or sentences. At the textual level, the use of lexical and grammatical cohesion, as well as discourse coherence theory (Halliday & Hasan 1976), achieves functional equivalence or semantic harmony between languages through linguistic means such as reference and anaphora.

3.1. Choice of Lexical Meanings

The challenge of “choice of lexical meanings” will be addressed from two dimensions: verification of technical terms by collocates and analysis of non-technical phrases by semantic prosody. Firstly, “verification of technical terms by collocates” involves carefully examining the collocations, or the words that frequently appear together with the technical terms in the source text. By analyzing these collocations, we can gain a deeper understanding of the context and specific meanings of the technical terms, ensuring that the translated terms are accurate and fit within the overall context of the text. Secondly, “analysis of non-technical phrases by semantic prosody” focuses on exploring the semantic atmosphere or prosody of non-technical phrases. Semantic

prosody refers to the consistent atmosphere or emotional coloring that a particular phrase or word combination evokes. By analyzing the semantic prosody of non-technical phrases, we can capture the subtleties of meaning and ensure that the translated text retains the same emotional and contextual nuances as the original.

By combining these two approaches, the challenge of choosing appropriate lexical meanings in translation can be effectively addressed, which ensures that the translated text is both accurate and semantically coherent.

3.1.1 Verification of Technical Terms by Collocates

In the source text, there are numerous technical terms in the field of economics that are difficult to identify or accurately translate using a parallel corpus. Technical terms refer to terms that are only used within a certain professional scope or those closely related to it, and are unfamiliar to most people engaged in other professions. It is worth noting that as technology continues to advance and knowledge becomes more accessible to the masses, some technical terms will gradually become known and used by the general public. In this case, they can no longer be considered technical terms, such as “cancer”, “alloy”, “computer” (Huang Renjie & Yang Huizhong 1984).

By combining context and vocabulary, the translator can lock in its general meaning. When reading or listening to others, we usually focus not just on a single word but on the whole phrase or sentence, and infer its meaning by understanding the relationship between words and contextual information. For example, in the sentence “*The cat is sitting on the mat*”, even if we do not know the exact definition of the word “mat”, we can infer from the co-text and the combination with other words that it can refer to objects such as “carpet” or “mat”, because cats usually sit on such objects. Similarly, in more complex texts or dialogues, translators may need to combine more information and background knowledge to understand the specific meaning of some words or phrases.

And then, the meaning of technical terms is ultimately determined by combing CNKI to retrieve keywords or related terms.

Example 1

S T: Enclave Economy

T T: 飞地经济

Analysis: By indexing the collocations of a word in AntConc, it is possible to

observe which words frequently occur with it in the text and thus to infer its meaning and usage. When the collocations of the target word were indexed in AntConc by the translator, its common collocations were found. such as “ethnic (民族的)”, “solidarity (团结)” and “sociological (社会学的)” were found. From these observations it can be concluded that the word may be related to concepts such as culture, society, ethnicity or solidarity. Therefore, it is translated as “飞地经济”, and it pertains to a regional economic development model where two independent administrative regions, despite their disparities in economic development, collaborate by overcoming regional restrictions. This collaboration is founded on principles of equal consultation and voluntary cooperation, enabling them to jointly establish and cultivate diverse industrial parks in designated areas. Through mechanisms of cooperation, including planning, construction, and management, these regions aim to achieve mutual benefit and a win-win situation. Furthermore, relevant literature on the topic was searched for by the translator through CNKI, and it was found that there are some papers on the theme of enclave economy. So, the translation for “Enclave Economy” was “飞地经济”.

Example 2

S T: Chinese Ethnic Business

T T: 华人族裔企业

Analysis: When translating the technical terms, it was discovered by the translator that different translation tools provided varying meanings, such as “中国民族企业”, “华侨商业”, “华裔企业”, “华侨企业”, etc. Unlike the term “Economic Globalization”, no matter which translation tool is used, they will ultimately obtain a translation of “经济全球化”. The collocations of the target word were indexed in AntConc, and its common collocations, such as “operation (经营、公司)”, “location (位置、场所)”, “global (全球的)”, “dimension (范围、规模)”, “development (发展)” were discovered by the translator. From these collocations, they suggest that the target word is likely to be associated with concepts such as business operations, geographical location, global scope, the scope or scale of a project or entity, and the process of development or growth. After then, the translator searched for relevant literature on the topic through CNKI and found that the translation for “族裔企业” was “ethnic business”, so “Chinese Ethnic Business” translated into “华人族裔企业”.

Example 3

S T: Bamboo Network

T T: 竹网

Analysis: When the collocations of the target word were indexed in AntConc, its common collocations, such as “Forbes”, “Andrew”, “Goldberg”, “Roger”, “Howard” were discovered by the translator. Since the collocations are personal names, which can be inferred that the target word might refer to a specific person, potentially a well-known person in a particular field or industry. The translation of technical terminology can be obtained from the literal translation of its literal meaning, but its meaning needs to be understood in context. The term means the network of Chinese entrepreneurs with large group companies in Southeast Asia, which consists of hundreds of companies in Asia. These companies are owned and managed by overseas Chinese entrepreneurs and have extensive links with their home country. So, the translator translate it into “竹网”.

3.1.2 Analysis of Non-technical Phrases by Semantic Prosody

The analysis of non-technical phrases through the lens of semantic prosody involves a deep exploration of the underlying emotional and contextual nuances embedded within these phrases. Semantic prosody refers to the consistent atmosphere or emotional coloring associated with a particular word or phrase combination. By examining the semantic prosody of non-technical phrases, we can gain a better understanding of their subtleties in meaning and how they contribute to the overall tone and message of the text.

Example 1

S T: “One of the consequences is that the ethnic businesses of some larger groups may face a dilemma of growth.” (p. 30)

T T: 其后果之一是，一些较大规模的族裔企业可能面临成长的困境。

Analysis: Semantic prosody expresses the speaker’s attitude, which can be divided into three categories, respectively positive, neutral, and negative. For the word “dilemma”, it itself carries a negative meaning, indicating a difficult choice or situation. Therefore, when translating content related to “dilemmas”, translators usually choose vocabulary or expressions with negative semantic tendencies to convey this dilemma or contradiction. The word “consequences” is usually neutral in English and can indicate “结果” or “后果”, which can be both positive and negative. However, when

used together with negative vocabulary such as “dilemma”, translators may prefer to choose words with negative meanings to translate “consequences” in order to maintain the emotional and semantic tendencies of the source text, in order to reflect the adverse consequences of this dilemma.

So, the word “consequences” should be translated with a negative semantic tendency, the meaning of “后果” is the most appropriate.

Example 2

S T: “Chinese language media did not form a significant ethnic institution at that time, because of the extremely low levels of literacy and Chinese language proficiency among many older immigrants, the limited scale of ethnic economies, and the face-to-face patterns of interaction among co-ethnic members in segregated enclaves.” (p. 38)

T T: 由于许多老年移民识字率和汉语熟练程度极低，加上族裔经济规模有限，及隔离的飞地中同族成员间面对面的互动模式，华语媒体并未形成一个重要的民族机构。

Analysis: Semantic prosody implies that the meanings of core words and their associated collocations are intricately intertwined and mutually influenced, so the negative semantic prosody features collocations of lexical items with distinctive negative semantic characteristics, creating an overall negative atmosphere. For example, the lexical item “extremely (极其)” tends to be paired with words that have negative connotations, such as “pain”, “fatigue”, “bad”, and so on. This suggests that “extremely” often appears in contexts where the intensity or severity of a negative situation or negative connotations and implies the author’s negative attribute, which should be followed by a series of negative semantic tendency, just like “low (低的)”, “limited (有限的)”, “did not (并未)”.

Example 3

S T: “The Chinese exclusion immigration policies implemented in all of these countries in the late eighteenth century and early nineteenth century seriously curtailed the growth of their Chinese populations, which led to the stagnation of Chinese businesses.” (p. 21)

T T: 十八世纪末至十九世纪初，各国实行排华政策，严重限制了中国移民人口的增长，导致华人族裔企业停滞不前。

Analysis: The negative semantic prosody is characterized by the collocation of

lexical items that possess distinct negative semantic traits, thereby generating an overall negative tone or atmosphere. For example, the lexical item “seriously (严重地、极其地)” indeed implies a negative attitude or a sense of gravity or severity. Therefore, it typically follows events or situations that are described in a negative or serious manner. For example, in the sentence “The situation is seriously affecting our operations”, the word “seriously” modifies the verb “affecting” to indicate that the situation has a significant and potentially negative impact on the operations. This usage conveys a sense of urgency and gravity about the situation. So the word “seriously” should be followed by a series of events with a negative level of expression, just like “curtailed (限制)”, “led to (导致)”, “the stagnation (停滞不前)”.

3.2. Realization of Conciseness in Sentence

English, which is primarily morphologically oriented, relies heavily on explicit grammatical markers and structures to convey meaning. Conversely, the Chinese language is primarily semantic-oriented, where meaning is often implicitly inferred from contextual cues and word order. This difference in linguistic structure presents significant challenges when translating from English into Chinese.

During the translation process, it can be discovered that the source text contains complex sentence structures with multiple modifying and coordinating elements, as well as semantic repetition. These elements may hinder the reader’s understanding of the text. When translating from English to Chinese, translators must take into account the differences in sentence structure and word order. English sentences tend to be more complex, with lengthy modifiers and parallel structures, whereas Chinese sentences tend to be shorter and more concise. As a result, Chinese sentences may need to be rearranged or redundant elements may even need to be eliminated by translators to maintain the same meaning while ensuring a natural and fluent flow.

To address these challenges, various translation techniques and strategies can be employed by translators. For example, the sentence can be restructured to be made more concise and clearer in the target language. This might involve rearranging the word order, condensing redundant information, or splitting long sentences into shorter, more manageable units.

Therefore, the translator simplifies sentences or paragraphs by omitting unnecessary modifiers, eliminating semantic duplication, and splitting long sentences

into shorter ones, which makes the translation more concise and understandable.

3.2.1 Omitting Unnecessary Modifiers

English often contains redundant adjectives and adverbs. These words are common in English but when translated directly into Chinese, they become unnecessary because their meanings are already included in the modified language or sentence. When translating from English to Chinese, it is possible to omit unnecessary modifiers to avoid redundancy.

Example 1

S T: “Yet, they have belied the very important fundamental changes among Chinese businesses shaped by the broader set of constraints and opportunities of the emerged and consolidated economic contexts in which they are embedded.” (p. 23)

T T: 然而, 他们掩盖了华人族裔企业中的根本性变化, 这些变化是由经济环境中一系列挑战和机遇造成的。

Analysis: The underlined part “very important” modifies “fundamental changes”, but “fundamental” has a meaning of “very important”, so “very important” is an unnecessary modifier; The underlined part “emerged” and “consolidated” forms a contrast, modifying “economic contexts”. If the underlined part is translated, the entire sentence will be particularly cumbersome, and if not translated, the meaning of the entire sentence will not be affected.

Example 2

S T: “The increase in the flow of international capital and the intensity of connectedness of the labor market has had a major direct and indirect impact on the development of ethnic businesses.” (p. 25)

T T: 国际资本流动的增加和劳动力市场的紧密联系, 对族裔企业的发展产生了重大影响。

Analysis: The underline parts “major” and “direct and indirect” are both used to modify “impact”, “impact” contains direct and indirect influence, too much modification is easy to confuse, and the removal has no influence on the meaning of the original sentence. so, to make the sentence concise, retain shorter modifier.

Example 3

S T: “By the end of the eighteenth century, Chinese businesses had come into existence to meet the needs of the growing numbers of Chinese sojourners in a few

cities in these countries.” (p. 21)

T T: 十八世纪末, 为满足华人旅居者的需求, 华人族裔企业应运而生。

Analysis: The birth of enterprises means an increase in certain needs, and with more people, there will be more needs. so “the growing numbers of” modifying “Chinese sojourners” is not necessary; “in a few cities in these countries” modifiers “Chinese sojourners” is not necessary to indicate, so delete these unnecessary modifiers to make sentences concise.

3.2.2 Eliminating Semantic Duplication

In English, semantic repetition, or the use of similar or identical words or phrases to convey the same meaning, is common, especially for emphasis or rhetorical effect. However, deleting one of the repeated elements often does not alter the fundamental meaning of the sentence. This is because English grammar and syntax often allow for flexibility in word order and redundancy, and the meaning can often be inferred from the context.

Example 1

S T: “In the following discussion, we highlight three possible areas of studying economic globalization and ethnic businesses. In the first part, we discuss how the flow of international financial capital and human migration affects the development of Chinese businesses, which in turn affects the Chinese community. Second, we focus on how the transnational linkages of ethnic members affect the operation of Chinese businesses. After all, economic globalization is about the economic and social linkages of individual businesses with their counterparts in other countries. Third, we address how the local urban structures affected by economic globalization shape the development of Chinese businesses.” (p. 25)

T T: 在以下讨论中, 我们研究了经济全球化和族裔企业三个可能相关的领域。一是国际资本流动和人口迁移对华人企业发展的影响, 进而影响着华人社区。二是民族成员的跨国联系对华人企业运营的影响。毕竟, 经济全球化是个体企业与其他国家合作伙伴间的经济和社会联系。三是受经济全球化影响的地方城市结构对华人族裔企业发展的影响。

Analysis: The translator discovers that this is a parallel paragraph. For example, the four underlined parts, respectively “we highlight”, “we discuss”, “we focus on”, and “we address”, all have the same meaning, that is, they all indicate the meaning of “

我们强调, 我们关注”。 If all of them are translated one by one, it will appear cumbersome and redundant in the translation, resulting in a particularly long translation length and reading difficulties for the target readers. Therefore, when translating the paragraph, in the case of semantic repetition in the paragraph, the translator only needs to translate any one word and not the other words.

Example 2

S T: “In addition, the advantage of focusing on the businesses of one specific ethnic group in different countries is that it helps filter findings linked to cultural differences among groups.” (p. 19)

T T: 此外, 关注不同国家特定的族裔群体, 有助于过滤群体间文化差异的相关发现。

Analysis: When translating the sentence, the translator discovers that the word “advantage” means “有利, 优势”, and the word “help” has a meaning of “帮助, 有助于”. Although these two words have different parts of speech, they cause repetition in semantics. Therefore, only one of the meanings of the two words needs to be retained. Additionally, “One” and “specific” also have different parts of speech but semantic duplication. Because “One” means “一个”, which indicates its specificity, and “specific” has a meaning of “具体的, 特定的”, which is semantically repetitive with “One”. So, in order to simplify the source text, the translator just retains one of both.

Example 3

S T: “Most of these studies focus on large businesses with substantial financial capital. In this collected volume, we focus our study on the three major receiving immigrant countries (i.e., Australia, Canada, and the U.S.).” (p. 20)

T T: 这些研究集中在拥有大量金融资本的大型企业。本卷中, 我们将研究重点放在澳大利亚、加拿大和美国。

Analysis: The phrase “focus on” means “集中于, 聚焦于”, and the phrase “most of” has a meaning of “大多数, 大部分”, which suggests that a high proportion of quantity, and its meaning is equivalent to the meaning of “集中于, 聚焦于”. So the two phrases indeed have the same meaning, namely “集中于”. Besides, the underline part “the three major receiving immigrant countries” respectively refers “Australia, Canada, and the U.S”, so the translator deletes the former.

3.2.3 Splitting Long Sentences into Short Ones

When encountering a long sentence in English, it is often beneficial for the translator to follow the practice of “splitting, translating, and integrating”. This involves dividing the long sentence into several logical or syntactical parts, translating each part individually, and then reassembling them in a way that adheres to Chinese speaking habits and grammar rules.

Example 1

S T: “(1) Further facilitated by (2) lower transportation costs, (3) international trade agreements, (4) and immigration policies that target skilled workers, (5) international labor migration has intensified in recent decades.” (p. 25)

T T: 近几十年来, 运输成本的降低, 加上国际贸易协定和移民政策的支持, 国际间劳工迁移越发频繁。

Analysis: The underlined part of the source text is a long adverbial to explain the reasons for the events in the main part. It shows that there are two reasons; one is transportation costs, the other is policy support. If the translation is not separated, the whole adverbial part will appear particularly lengthy and hierarchical.

Example 2

S T: “(1) There has been a challenge (2) in recent decades (3) to focus on internal business dynamics (4) as the operations of these businesses have been increasingly affected by the global environment.” (p. 20)

T T: 近几十年来, 由于这些企业的运营越发受到全球环境的影响, 对其内部运营动态的研究, 一直是一个挑战。

Analysis: This sentence is very long, so we need to split it into four parts and to translate them one by one, and finally adjust them. “There has been a challenge” is the formal subject, “to focus on internal business dynamics” is the true subject, and “in recent decades” is a time adverb; The word “as” guides the adverbial clause of reason. According to Chinese expression habits, time adverbials are placed at the beginning of a sentence, followed by an explanation of the reason, and finally the result.

Example 3

S T: “(1) Authors have addressed recent developments of Chinese businesses (i.e., ethnic media, ethnic banking, and industrial diversity and dispersion) (2) that were largely driven by international capital and labor migration (3) and highlighted their

effects on ethnic communities.” (p. 26)

TT: 作者介绍了华人族裔企业的最新发展（如民族媒体、民族银行业、产业多样性和分散性），并强调了它们对民族社区的影响，而这些企业主要是由国际资本和劳动力迁移驱动的。

Analysis: This sentence is very long, and the main part of it is “Authors have addressed...and highlighted...”. The word “that” guiding a postpositional relative clause modifiers “Chinese business”, and if the attributive part is directly translated, it will appear cumbersome and not readable. So, we need to split it into three parts and to translate them one by one, and finally adjust them.

3.3. Attainment of Coherence in Discourse

According to Halliday and Hassan (1976), a text is not simply a mechanical combination of sentences, but rather an organic and dynamic composition of words, sentences, and paragraphs. They argue that certain words in a sentence are related to the context in a continuous line, while the specific meaning of other words should be derived from the context. The former is referred to as the connecting term, and the latter as the connected term, creating a street junction relationship between the two. Discourse is a complete unity of form and meaning due to its cohesive relationship.

The cohesion methods employed in English and Chinese encompass reference, substitution, ellipsis, conjunction, repetition, synonyms, antonyms, hyponymy, and collocation. Nevertheless, the utilization frequencies of these techniques vary significantly between the two languages, necessitating a nuanced understanding when translating between them. So, when translating from one language to another, the appropriate cohesive devices should be adjusted accordingly. In most cases, when translating from English to Chinese, the logical and hierarchical relationships in Chinese should be supplemented.

3.3.1 Adjusting Cohesive Devices

In translation practice, adjusting cohesive devices is an important link to ensure a smooth, natural and logical translation. The cohesive devices mainly include reference, omission, connection, and lexical connection, which play a role in connecting sentences and paragraphs, and constructing discourse structure in the original text. In the translation process, due to language differences and cultural backgrounds, the cohesive

devices in the original text may not be directly applicable to the translation, so appropriate adjustments need to be made.

Example 1

S T: “Although some of the new immigrants have low levels of education, a substantial proportion of them have completed a university degree, or even graduate training.” (p. 21)

T T: 虽然一些新移民的教育水平较低，但其中相当一部分人已完成大学学位，甚至是研究生培养。

Analysis: The underlined part is nominal repetition, which can be referred to by pronouns. “them” is the pronoun of “the new immigrants”, and “the new immigrants” is the superordinate of “them”. When translating from English to Chinese, don't need to translate into “新移民”, just replace with “其中”.

Example 2

S T: “To advance the goals, we will situate the discussion in the study of ethnic businesses by highlighting the history of the Chinese in relation to their business activities in the three countries (Australia, Canada, and the U.S.) and by outlining the theoretical discussion of ethnic businesses, in particular Chinese businesses, in the remaining sections of this introduction. By doing so, we will relate how the chapters of this book contribute to the full picture of ethnic businesses and globalization.” (p. 19)

T T: 为厘清以上问题，我们将重点论述华裔企业在澳大利亚、加拿大和美国的发展史，并在引言其余部分对族裔企业，特别是对华人族裔企业进行探讨。由此，我们将通过讲述本书各章节来展现族裔企业和全球化的全貌。

Analysis: The underlined part “By doing so (通过这样做、如此、由此)” refers to the front section part, which is, in short, the discussion of Chinese ethnic businesses. When translating from English to Chinese, there is no need to repeat the translation, just replace with “由此”.

Example 3

S T: “While most of the earlier Chinese immigrants had limited skills and a low level of education, the social and economic backgrounds of these new immigrants are more varied.” (p. 21)

T T: 虽然早期的大多数中国移民技能有限，受教育水平也较低，但其社会和经济背景更多样化。

Analysis: The underlined part “these new immigrants” refers to “Chinese

immigrants” mentioned earlier, and there is no need to repeat them when translating, just use pronouns to translate them as “其”.

3.3.2 Visualizing Hidden Cohesive Relation

Visualizing hidden cohesive relation mainly refers to expressing the information in the source text in a more obvious form in the translation, and enhancing the logic and interpretability of the translation by adding explanatory phrases or conjunctions. In the process of translating from English to Chinese, it is crucial to clarify and conceal the cohesive relationships. Due to the differences in grammar structure, expression methods, and cultural backgrounds between Chinese and English, the cohesive relationships in the source text are sometimes not directly manifested literally, but need to be revealed through a deep understanding of semantic and logical relationships. This requires translators not only to accurately understand the literal meaning of the source text, but also to delve deeper into the logic and context behind it, so as to appropriately highlight these relationships in the translation.

Example 1

S T: “Although research has argued the importance and benefits of maintaining transnational networks among immigrant entrepreneurs, why do not all immigrant entrepreneurs maintain transnational business networks? The question is rarely addressed.” (p. 27)

T T: 尽管研究论证了保持跨国网络的重要性和好处，为何并非所有移民企业家都保持这种网络？但是，这个问题很少被提及。

Analysis: There is an implicit inflection between “importance and benefits” and “rarely”, When translating from English to Chinese, we can add some words to indicate inflection like “但是”.

Example 2

S T: “The increasingly multinational nature of corporations creates more opportunities for ethnic members who are familiar with local affairs and culture in their home countries.” (p. 29)

T T: 越来越多的企业成为跨国企业，从而为熟悉当地事务和文化的族裔成员创造了更多的就业机会。

Analysis: There is an implicit causality between “corporations” and “opportunities”, Because more and more companies are becoming multinational

corporations, there are also more job opportunities. When translating from English to Chinese, we can add some words to indicate causality like “从而”.

Example 3

S T: “As the Chinese are one of the largest Asian groups in most major immigrant receiving countries and they represent a considerable number of Asian ethnic businesses, these studies provide a crucial understanding of the group’s business participation in these countries.” (p. 31)

T T: 由于中国是主要移民接收国最大的亚裔群体之一，代表了相当数量的亚裔企业，所以，对华人族裔企业的研究，为该群体在这些国家创办企业提供了至关重要的解答。

Analysis: There is an implicit causal relationship between clauses, due to the fact that Chinese people are one of the largest Asian communities in major immigrant receiving countries and are representative, research on Chinese businesses can help this group better start businesses in other countries. So ,when translating it, add “所以”.

3.3.3 Reconciling Intra-textual Semantic Prosodies

In translation practice, discourse coherence and intra-textual semantic harmony are two indispensable aspects. Discourse coherence ensures the coherence of the structure and logic of the text, so that sentences, paragraphs and even the whole text are closely related in meaning and form an organic whole. Intra-textual semantic harmony emphasizes the semantic correspondence and coordination between different parts of the text, which makes the expression of the target text more fluent and facilitates better understanding and acceptance of the textual content by the target readers. To achieve discourse coherence, it is imperative to ensure semantic harmony and unity among all textual components, which essentially constitutes intra-textual semantic harmony.

Therefore, while using appropriate cohesive devices such as appropriate connectives and adjusting sentence structure to ensure discourse coherence, translators must also maintain intra-textual semantic harmony of the translation by avoiding semantic conflicts and contradictions. This ensures that the target text has an overall harmonious and consistent style. Only when the target text achieves semantic harmony and unity, while preserving the original meaning, can it be considered coherent and fluent, allowing the target readers to easily grasp and accept the information conveyed in the source text.

Example 1

S T: “In much of the pre-World War II era, the Chinese immigrant community was essentially an isolated bachelors’ society consisting of a small merchant class and a disproportionately male working class who were legally excluded from participating in the mainstream American economy and social life. Chinese language media did not form a significant ethnic institution at that time, because of the extremely low levels of literacy and Chinese language proficiency among many older immigrants, the limited scale of ethnic economies, and the face-to-face patterns of interaction among co-ethnic members in segregated enclaves.” (p. 38)

T T: 二战前期，中国移民社区基本上是一个被孤立的“单身汉”社会，由小商人阶级和不成比例的男性工人阶级组成，在法律上被排除在美国主流经济和社会生活之外。由于许多老年移民识字率和汉语熟练程度极低，加上族裔经济规模有限，及隔离的飞地中同族成员间面对面的互动模式，华语媒体并未形成一个重要的民族机构。

Analysis: The translator observed that this paragraph in the source text contains many negative lexical items. When translating each lexical item, the translator not only needs to translate the meaning that matches each lexical item, but also needs to consider the semantic consistency throughout the entire paragraph or even the source text. Some cannot be translated as positive, while others are translated as negative, because the author’s attitude and evaluation in a paragraph or text are always consistent. For example, the underlined parts including “isolated (被孤立的)”, “small (小的)”, “disproportionately (不成比例的)”, “excluded from (被排除)”, “did not (并未)”, “extremely low (极低的)”, “limited (有限的)”, “segregated (被隔离的)” are featured with negative semantic. All of them create an overall negative atmosphere.

Example 2

S T: “One of the consequences is that the ethnic businesses of some larger groups may face a dilemma of growth... On the other hand, given that the group can only support a limited number of businesses, more competition among these businesses may occur.” (p. 30)

T T: 其后果之一是，一些较大规模的族裔企业可能面临成长的困境。另一方面，鉴于集团只能支持有限数量的企业，企业间可能会发生更多竞争。

Analysis: When translating the paragraph, the translator finds that the first

underlined lexical item “consequences” has the meanings of “结果、后果”. However, the translator is not in a hurry to determine its meaning in the text, and then discovers that the following lexical item “dilemma”, which means “困境”, has negative semantics. So “consequences” should be translated into “后果”. To maintain semantic harmony throughout the paragraph, when translating the underlined lexical items, which includes “consequences”, “dilemma”, “only”, “limited”, “more competition”, “occur”, they should be respectively translated into “后果”, “困境”, “仅仅、只”, “有限的”, “更多竞争”, and “发生”.

Example 3

S T: “The Chinese exclusion immigration policies implemented in all of these countries in the late eighteenth century and early nineteenth century seriously curtailed the growth of their Chinese populations, which led to the stagnation of Chinese businesses. During this period, most Chinese businesses were small and family based, providing laundry services to the wider society or running grocery stores in the ethnic community for co-ethnic members. Paul Siu, trained at the University of Chicago and a student of Robert Park, provided a vivid description (1998) of business operations at that time, when most of the people involved in ethnic business had little human capital and limited language ability.” (p. 21)

T T: 十八世纪末至十九世纪初, 各国实行排华政策, 严重限制了中国移民人口的增长, 导致华人族裔企业停滞不前。在这期间, 大多数华人企业都是以家庭为单位的小型企业, 或为社会提供洗衣服务, 或在族裔社区经营杂货店。毕业于芝加哥大学的保罗·肖, 是罗伯特·帕克的学生, 他对当时的企业运营进行了生动描述(1998), 当时大多数族裔企业家人力资本不足, 语言能力有限。

Analysis: When translating the paragraph, the translator notes that the first underlined lexical item “The Chinese exclusion immigration policies” is the meaning of “排华政策”, which indicates that the semantics of the entire paragraph are negative, as we all know that the existence of the Chinese exclusion immigration policies is a bad stage for Chinese people. Therefore, the translation of the remaining underlined lexical items should be consistent with the semantics of the Chinese exclusion immigration policies. So, the remaining underlined lexical items should be respectively translated into “严重限制了”, “导致”, “停滞不前”, “小型的”, “不足”, and “有限”, which maintains semantic consistency throughout the entire paragraph.

Chapter 4 Summary of the Practice

4.1 Proofreading

Proofreading the translated text is an essential step in ensuring the accuracy and quality of the final translation. It involves carefully reading the translated text to identify and correct any errors or inconsistencies, such as formatting errors, grammar mistakes, or incorrect word usage. Thus, the translator imports the translated text into MemoQ to modify the format, unify terms, correct punctuation and spelling errors and address any other issues.

During proofreading, the translator pay attention to the overall coherence and readability of the text. For this, the translator checks for any awkward or unnatural-sounding expressions and make necessary adjustments to improve the flow and naturalness of the translation.

Additionally, the translator checks the technical terms used in the translation, including checking for any terminological inconsistencies or errors, and makes the necessary corrections to ensure consistency and accuracy throughout the entire translation process.

Proofreading also involves checking for any cultural or contextual mismatches that may have crept into the translation. The translator should be aware of the cultural differences between the source and target languages and make necessary adjustments to ensure the translation is culturally appropriate and accurate.

Finally, the translator proofread the target text multiple times, paying attention to different aspects each time. This iterative approach helps to identify and correct any remaining errors and ensure the final translation is polished.

After the proofreading stage, the translator and the supervisor held several in-depth discussions to assess the translation results. During these discussions, the translator presented her findings and highlighted the challenges she has encountered during the translation process. Hereto, the supervisor patiently provided feedback and suggestions for improvement of the translation, sharing his own experiences and insights. Together, they summarized the translation process and identified three main categories of difficulties and challenges.

With the guidance of the supervisor, the translator made further improvements to the translation. These improvements included correcting formatting and grammatical

errors, adjusting the use of terms, optimizing sentence structure, etc., with the aim of improving the accuracy, fluency and coherence of the translation.

4.2 Reflection

During the translation practice, the translator encountered some challenges. These included the choice of lexical meanings, the conciseness of sentences, and the coherence of discourse. To overcome these difficulties, the translator flexibly applied the functional equivalence theory, aiming to achieve equivalence in function, meaning and style between the source and target languages. Besides, the translator recognized the importance of transforming abstract functions into concrete lexical-grammatical actions, and this transformation not only made the translation clearer and easier to understand, but also improved its accuracy and effectiveness. Thus, the translator applies the lexical grammar theory: at the lexical level, the translator determines lexical meanings by collocates and semantic prosody; at the syntactic level, the translator simplifies sentences by omitting unnecessary modifiers, eliminating semantic repetitions and breaking long sentences into shorter ones; at the textual level, the translator adjusts cohesive devices, visualizes hidden cohesive relation, and maintaining intra- textual semantic harmony in order to maintain discourse coherence.

In conclusion, for the difficulties encountered in the translation process, the translator combines linguistic theory to guide her translation practice, transforming abstract functions into concrete functions. From the perspectives of collocates, semantic prosody, and intra-textual semantic harmony, to a certain extent, the translator achieves clear meaning at the phrase level, concise sentence level, and semantic harmony at the discourse level. What's more, the translator recognizes each type of text requires unique translation approaches and methods to ensure both accuracy and fluency. For example, when translating informational texts, it is crucial to prioritize terms accuracy, subject matter expertise and information authenticity without overstating translators' subjectivity. Finally, the translator not only equivalently translates the meaning units and objectively expresses the information of the source text through corpus methods and linguistic theories, but also expresses the author's attitude and evaluation through analyzing phrases.

4.3 Implication and Limitation

As for the implication of the practice, firstly, it enriches the interpretation of ethnic

cultural content from the perspective of Chinese language; secondly, combining linguistic theories, translating informative texts from the perspectives of collocates, semantic prosody, and semantic harmony is one of the translation strategies chosen by translators; lastly, when translating texts, it is not advisable to use an abstract theory to guide the translation of all types of texts, because specific text adopts specific theory.

The limitations of the translation practice report lie in: firstly, the amount of parallel text collected by translators is relatively small; secondly, the readability of the translation and the academic of the paper need to be further strengthened; lastly, the deep understanding of various ethnic cultural knowledge needs to be improved.

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Appendices

Appendix 1: List of Terms

English	Chinese
A	
acupuncturists	针灸师
Asian American Television	亚美电视网
Australia	澳大利亚
Australian Bureau of Statistics	澳大利亚统计局
B	
Ballarat	巴拉瑞特
Bendigo Creek	本迪戈克里克
blocked mobility	流动受阻
Boston	波士顿
breaking news	突发新闻
Brisbane	布里斯班
British Columbia	不列颠哥伦比亚
C	
Cantonese	粤语
Chicago	芝加哥
China Press	中国新闻报
Chinatown	唐人街
Chinese businesses	华人企业
Chinese Consumer Yellow Pages	《中国消费者黄页》
Chinese Daily News	中国日报
Chinese ethnic business	华人族裔企业
Chinese Exclusion Act	《排华法案》
Chinese language media	华语媒体
Chinese Television Network	中国电视网
chiropractors	脊椎按摩师
Computer Associates International	国际计算机联合公司
computer retail shop	电脑零售店
cosmetic surgeons	整形医生
cultural differences	文化差异
E	
Economic Globalization	经济全球化
economic sociology	经济社会学
embedded environment	嵌入式环境
enclave economy	飞地经济
ethnic businesses	族裔企业
ethnic economy	族裔经济

ethnic group	族裔群体
ethnic identity	民族认同
ethnic neighborhoods	民族社区
ethnic shopping malls	民族购物中心
Ethno-burbs	民族郊区
F	
financial institution	金融机构
Flushing Park	法拉盛公园
Fraser River	弗雷泽河
four “little dragons”	“四小龙”
G	
gateway cities	门户城市
gynecologists	妇科医生
H	
headline news	头条新闻
homogenization	同质化
I	
Illinois	伊利诺伊州
immigrants receiving country	移民接收国
internists	内科医生
K	
Kingston Technology	金士顿科技公司
M	
Mandarin	普通话
Maryland	马里兰州
Massachusetts	马萨诸塞州
middle class	中产阶级
Monterey Park	蒙特利公园
N	
New Jersey	新泽西州
North American Television	北美电视网
O	
obstetricians	产科医生
optometrists	验光师
orthopedists	骨科医生
P	
pediatricians	儿科医生
Pennsylvania	宾夕法尼亚州
Philadelphia	费城
R	
Rockville	洛克维尔
S	

Sacramento River	萨克拉门托河
satellite Chinatowns	卫星唐人街
self-employed individual	个体经营者
Sing Tao Daily	星岛日报
sociologist	社会学家
Sunset Park	日落公园
Sybase	赛贝斯公司
T	
Texas	斯州
The Global City	《全球城市》
The Hart-Celler Act	《哈特-塞勒法案》
The People's Republic of China	中华人民共和国
The United Daily Group	联合日报集团
The World Journal	世界日报
transnational linkages	跨国联系
transnational ties	跨国关系
U	
USINS	美国移民归化局
W	
welfare reform	福利改革

Appendix 2: Source Text and Target Text

Source Text	Target Text
Introduction	导言
In the last few decades, most major cities of key receiving countries have witnessed a growing visible presence of ethnic businesses. Today, when one enters a store located in these cities, it is not surprising, in fact it is quite common, to find it is owned or operated by ethnic members. Anchoring this dramatic growth have been changes in the nature of these businesses. First of all, these businesses are no longer located in the ethnic community, but are scattered through almost every part of the major cities. At the same time, ethnic malls that have emerged in suburban areas become centrifugal forces to attract a concentration of ethnic businesses, and centripetal forces to pull ethnic businesses out from the central city ethnic neighborhoods. Second, clear evidence has shown that today ethnic businesses represent a diverse array of industries. They are not limited to the traditional image of ethnic businesses as neighborhood convenience or ethnic grocery stores. Today, large numbers of computer retail shops, high-class fashion boutiques, or even financial institutions are owned by ethnic members. These changes in ethnic businesses not only highlight developments in the social processes and structures of ethnic businesses in response to larger societal changes, but also show the limitations of the conventional approach to understanding ethnic businesses.	过去几十年，主要移民接收国的中心城市见证了族裔企业蓬勃兴起。今日，人们走进一家位于中心城市的商店，发现它是由族裔成员经营，已不足为奇。随着族裔企业快速发展，其性质也发生了变化。首先，企业不再位于民族社区，而是分散在中心城市的大街小巷。同时，郊区的民族购物中心成为吸引族裔企业的离心力，也成为将族裔企业从中心城市民族社区拉出的向心力。其次，有证据表明，如今的族裔企业不再局限于传统的社区便利店或杂货店，而是涉及电脑零售店、时装精品店，甚至金融机构等多个行业。这些变化不仅突出了社会进程和社会结构的发展，也表明了以传统方式理解族裔企业的局限性。
The study of ethnic businesses has been an	族裔企业是社会科学研究的一个重要

important topic in the social sciences. In a widely read book published in 1972, sociologist Ivan Light explored the business operations of Chinese, Japanese, and blacks in the U.S. The 1970s and 1980s then witnessed a proliferation of publications in this area. Much stimulated by the original questions asked in Light's book, these studies focused on the factors that contribute to participation in entrepreneurship and the structural operations of these businesses. In the 1990s, the study of ethnic businesses shifted to the economic dimensions of those participating in ethnic businesses (e.g., Portes and Zhou 1996; Portes and Jensen 1989; Sanders and Nee 1987). While most of the previous focuses were on the internal dynamics of the structural and economic dimensions of ethnic businesses, the understanding of how the embedded environment, the larger societal contexts exogenous to ethnic business structures, shapes ethnic businesses have not been fully addressed. In particular, as studies have demonstrated how globalization has been linked to the development of ethnic communities in recent decades (Lin 1998), the natural extension of how globalization affects the development of ethnic businesses, and how unique developments in ethnic businesses due to globalization shape the growth of ethnic communities, is long overdue.	课题。社会学家伊凡·莱特在1972年出版的一本书中，探讨了中国人、日本人和黑人在美国的商业运作。二十世纪七八十年代，这一领域的出版物激增。受书中问题启发，对族裔企业的研究聚焦于创业的因素和企业的结构运作。而到了二十世纪九十年代，研究则转向族裔企业家经济层面上（Portes & Zhou 1996; Portes & Jensen 1989; Sanders & Nee 1987）。虽然以前的研究重点在于族裔企业的结构和经济层面的内部动态，但对嵌入式环境，即族裔企业结构外，更大的社会背景如何塑造族裔企业尚未可知。特别是几十年来，全球化与民族社区的发展联系紧密（Lin 1998），因此，早该研究全球化对族裔企业和对民族社区发展的影响了。
This volume takes as its point of departure the unprecedented changes in <u>Chinese ethnic businesses</u> due to globalization in several major immigrant receiving countries, i.e., Canada, the U.S., and in one chapter, Australia. The discussion focuses on Chinese businesses. Chinese were chosen for this study because they are one of the major ethnic immigrant	本书重点讨论加拿大、美国，及澳大利亚这三个主要移民接收国的族裔企业，尤其是<u>华人族裔企业</u>，在全球化背景下的巨大变化。之选择华裔作为研究对象，是因为华裔为主要移民群体之一。<u>此外，关注不同国家特定的族裔群体，有助于过滤</u>

groups in all these major receiving countries. <u>In addition, the advantage of focusing on the businesses of one specific ethnic group in different countries is that it helps filter findings linked to cultural differences among groups.</u> An international team of scholars from various disciplines explores changes in Chinese businesses in these countries. The main body of the book focuses on a general theme: how globalization, specifically economic globalization, affects the development of Chinese businesses in these four major immigrants receiving countries. We addressed three separate but related issues: (1) How economic globalization affects the development of Chinese businesses, which in turn affects Chinese businesses in the Chinese community; (2) how transnational linkages affect the operation of Chinese businesses; and (3) how the local urban structures affected by economic globalization shape the development of Chinese businesses. By addressing these three questions, these chapters collectively provide a better picture of the relationship between ethnic businesses and economic globalization.	<u>群体间文化差异的相关发现。</u>为此，不同领域的学者共同组成一个国际团队，来探讨华人族裔企业的发展。本书集中在一个主题上：全球化，特别是经济全球化对华人企业的影响。我们讨论了三个看似独立但紧密相关的问题：（1）经济全球化对华人企业发展的影响，而华人企业的发展又如何影响华裔社区的华人企业；（2）跨国联系对华人企业运营的影响；（3）受经济全球化影响的当地城市结构对华人企业发展的影响。为阐释上述三个问题，以下章节对族裔企业与经济全球化间的关系作了更详细的描述。
<u>To advance the goals, we will situate the discussion in the study of ethnic businesses by highlighting the history of the Chinese in relation to their business activities in the three countries (Australia, Canada, and the U.S.) and by outlining the theoretical discussion of ethnic businesses, in particular Chinese businesses, in the remaining sections of this introduction. By doing so, we will relate how the chapters of this book contribute to the full picture of ethnic businesses and globalization.</u>	<u>为厘清以上问题，我们将重点论述华裔企业在澳大利亚、加拿大和美国的发展史，并在引言其余部分对族裔企业，特别是对华人族裔企业进行探讨。由此，我们将通过讲述本书各章节来展现族裔企业和全球化的全貌。</u>
Before zooming into the discussion of Chinese	深入讨论这三个国家的华人族裔企业

businesses in these three countries, we summarize some of the major findings about Chinese businesses in other countries, East and Southeast Asian countries in particular. Given the visible Chinese presence and the prominent history of Chinese businesses in East and Southeast Asia, understanding some of the major themes in relation to globalization in the region can provide a context for studying globalization and Chinese businesses in the countries of our focus, Canada, the U.S., and Australia.	之前，我们总结了一些关于华人企业在其其他国家，特别是东亚和东南亚国家的主要发现。鉴于中国在东亚、东南亚的特殊存在，和华人企业的突出历史，了解该地区与全球化相关的主题，可以为研究全球化和华人企业在加拿大、美国和澳大利亚的情况奠定基础。
Chinese Businesses in East and Southeast Asia and Economic Globalization	经济全球化与东亚、东南亚的华人企业
For decades, the study of Chinese businesses in East Asian countries has been given considerable attention by researchers. In particular, the drastic economic growth in the 1980s of three of the four “little dragons” (Hong Kong, Taiwan, and Singapore) and other Southeast Asian countries (such as Malaysia, Thailand, and the Philippines) and the overrepresentation of Chinese businesses there have generated substantial public and academic interest (Gomez and Hsiao 2001; Gomez 1999).	几十年来，东亚国家的华人企业一直受到研究者的极大关注。特别是二十世纪八十年代，亚洲 “四小龙” 中的香港、台湾和新加坡以及其他东南亚国家（如马来西亚、泰国和菲律宾）的经济飞速增长，华人企业所占比例过大，这一现象引起了公众和学术界的极大关注（Gomez & Hsiao 2001; Gomez 1999）。
Although most of these studies have provided understanding of the unique characteristics of Chinese businesses (Yeung and Olds 2000), such as the prominence of networks (Kao 1993; Weidenbaum and Hughes 1996), the cultural Confucian ethnic (Fukuyama 1995; Redding 1990), and close family ties (Hamilton 2000; Redding 1996), <u>there has been a challenge in recent decades to focus on internal business dynamics as the operations of these businesses have been increasingly affected by the</u>	尽管研究概括了华人族裔企业的特征 (Yeung & Olds 2000)，比如，网络的突出性 (Kao 1993; Weidenbaum & Hughes 1996)、儒文化的民族性 (Fukuyama 1995; Redding 1990) 和家庭关系的密切性 (Hamilton 2000; Redding 1996)，<u>但近几十年来，由于这些企业的运营越发受到全球环境的影响，对其内部运营动态的研究，一直是一个挑战。</u>

<u>global environment.</u>	
To update the examination of Chinese businesses in the region, studies have attempted to explore how these businesses have adopted new strategies and novel forms to address the consequences of economic globalization (Yeung 2000; Liu 2000). One of the strategies identified by these studies is to move away from family ties to professional management in transnational operations (Hamilton 2000; Chan and Chiang 1994). Subsequently, the unique characteristic of family-owned conglomerations is diminishing. The second strategy reported is that more Chinese businesses, especially the large corporations, are diversifying into different industries (Yeung 1998).	为改变人们对华人族裔企业的认知，企业试图采取新战略和新形式来应对经济全球化的后果 (Yeung 2000; Liu 2000)。企业确定的策略之一是在跨国经营中从家庭关系转向专业化管理 (Hamilton 2000; Chan & Chiang 1994)。随后，家族企业集团的独特性逐渐消失。第二个策略是，越来越多的华人企业，尤其是大型企业，正向不同的行业多元化发展 (Yeung 1998)。
Another major theme in recent decades is the process of extending Chinese businesses to another country in the region (Gomez and Hsiao 2001; Yeung 2000). Some studies emphasize the supply side perspective, that the extension of Chinese businesses to other countries reflects existing networks (Wong 1988). However, some suggest that the extension is strongly related to market demands at the destination (Zhou 1998). Once the demands are realized, networks will follow. This suggestion echoes Yeung's (2000) findings that Chinese businesses usually take a joint venture approach with local businesses.	近几十年来，另一个目标是将华人企业扩展到另一个国家 (Gomez & Hsiao 2001; Yeung 2000)。一些研究强调了供应方的观点，即华人族裔企业向其他国家的扩展反映了现有的网络 (Wong 1988)。然而，有些人认为，这种扩展与目的地的市场需求密切相关 (Zhou 1998)。一旦需求出现，网络就会随之而来。这一想法印证了Yeung (2000) 的发现，即华人企业通常采取与当地企业合资的冒险方式经营。
<u>Most of these studies focus on large businesses with substantial financial capital. In this collected volume, we focus our study on the three major receiving immigrant countries (i.e., Australia, Canada, and the U.S.), where most Chinese businesses are smaller in scale (though there is growing diversity in size in recent years). The application of these findings</u>	<u>这些研究集中在拥有大量金融资本的大型企业。本卷中，我们将研究重点放在澳大利亚、加拿大和美国。这些国家的大多数华人族裔企业规模较小（尽管近年来规模越来越多样化），但我们应谨慎理解和对待这些国家全球化和华人族裔企业之</u>

to the understanding of globalization and Chinese businesses in these countries should be made with caution. Nevertheless, these findings provide a global context in which to understand the Chinese businesses in the three countries of our study, as some of them may have strong ties to Chinese businesses in East and Southeast Asian countries.	间的关系。这些发现为我们理解三个国家的华人族裔企业提供了一个全球化背景，因为其中一些企业可能与东亚、东南亚国家的华人族裔企业有着密切联系。
Chinese and Their Businesses in Australia, Canada, and The U.S.	澳大利亚、加拿大、美国的华人及其企业
The history of Chinese businesses in Australia, Canada, and the United States dates back to the end of the eighteenth century. The first major Chinese immigration to these countries can be traced to the discovery of gold. Most Chinese settled in Melbourne, Australia, as gold was found in the 1850s in Ballarat and Bendigo Creek, both about 60 miles from Melbourne. Large numbers of Chinese moved to British Columbia, Canada, during the 1850s and 1860s when gold found in the Fraser River was reported. Similarly, news of gold discovered in the Sacramento River brought a larger number of Chinese to San Francisco, California, during the same period.	华人企业在澳大利亚、加拿大和美国的历史可以追溯至十八世纪末，华人的第一次移民浪潮可追溯至“淘金热”。十九世纪五十年代，离墨尔本约60英里的巴拉瑞特和本迪戈克里克发现了金矿，于是，大多数华人闻声而来，并定居在澳大利亚的墨尔本。十九世纪五六十年代，在弗雷泽河发现黄金的消息被报道后，大量华人移居至加拿大的不列颠哥伦比亚。同时，萨克拉门托河发现黄金的消息使得更多华人来到加利福尼亚的旧金山。
<u>By the end of the eighteenth century, Chinese businesses had come into existence to meet the needs of the growing numbers of Chinese sojourners in a few cities in these countries.</u> These businesses were spatially concentrated in the Chinese clustered areas. Subsequently, “Chinatown” took form. The unique spatial arrangements reflected the needs for mutual protection among Chinese and the limited business locational choices due to the unfriendly social environment and the unwillingness to integrate	<u>十八世纪末，为满足华人旅居者的需求，华人族裔企业应运而生。</u>由于当时社会环境对华裔的排斥，导致企业地理位置偏远，主要集中在华人聚居区，形成“唐人街”，其独特的空间布局反映了中国移民之间相互保护的需要。

Chinese into the wider society during that period of time.	
<u>The Chinese exclusion immigration policies implemented in all of these countries in the late eighteenth century and early nineteenth century seriously curtailed the growth of their Chinese populations, which led to the stagnation of Chinese businesses. During this period, most Chinese businesses were small and family based, providing laundry services to the wider society or running grocery stores in the ethnic community for co-ethnic members. Paul Siu, trained at the University of Chicago and a student of Robert Park, provided a vivid description (1998) of business operations at that time, when most of the people involved in ethnic business had little human capital and limited language ability.</u> He suggested that ethnic businesses were a niche for economic survival, especially for kin and village members back home.	<u>十八世纪末至十九世纪初，各国实行排华政策，严重限制了中国移民人口的增长，导致华人族裔企业停滞不前。在这期间，大多数华人企业都是以家庭为单位的小型企</u>业，或为社会提供洗衣服务，或在族裔社区经营杂货店。毕业于芝加哥大学的<u>保罗·肖，是罗伯特·帕克的学生，他对当时的企业运营进行了生动描述(1998)，当时大多数族裔企业家人力资本不足，语言能力有限。</u>他认为，族裔企业有利于人们生存，尤其是对亲属和村民而言。
With the change of immigration policies in the 1970s in all of the three countries, Asian immigration has grown exponentially over the last two decades. The latest Australian census reported about half a million Chinese, representing about 64 percent of the three largest Asian groups in 2001 (Australian Bureau of Statistics 2003b). The Canadian Census documented about 1 million Chinese in 2001 (Statistics Canada 2003a), accounting for about 26 percent of the visible minority population.³ The U.S. census reported a total of 2.7 million Chinese in 2000 (Barnes and Bennett 2002), comprising 23 percent of the Asian population.	二十世纪七十年代，随着移民政策的变化，亚洲的移民人口在过去20年里呈现指数增长。澳大利亚最新人口普查报告显示，华人人口约有50万，占2001年三大亚洲群体的64%（澳大利亚统计局 2003b）。2001年，加拿大人口普查记录了约100万华人（加拿大统计局 2003a），占族裔人口的26%。美国人口普查报告，2000年共有270万中国人（Barnes & Bennett 2002），占亚洲人口的23%。
In all three countries, most Chinese settle in the	华人大多定居在这三个国家的中心城

major cities, such as Toronto and Vancouver in Canada, Sydney and Melbourne in Australia, and Los Angeles and New York in the U.S. In Australia, the 1996 census recorded 102,600 people in New South Wales, 48,100 in Victoria, and 20,200 in Queensland born in China or Hong Kong (Inglis 1999). The 2001 Canadian census reported about 379,555 Chinese in the Toronto census metropolitan area (CMA), 312,185 in Vancouver CMA, 46,635 in Calgary CMA, and 26,895 in Ottawa CMA. In the U.S., there were about 218,469 Chinese in the San Francisco primary metropolitan statistical area (PMSA), 334,764 in Los Angeles-Long Beach PMSA, and 386,313 in New York PMSA in 2000 (Lewis Mumford Center 2004).	市, 比如加拿大的多伦多和温哥华、澳大利亚的悉尼和墨尔本、美国的洛杉矶和纽约。1996年, 澳大利亚人口普查结果显示新南威尔士州有10.26万华人, 维多利亚州有4.81万华人, 昆士兰有2.02万华人 (Inglis 1999)。2001年, 加拿大人口普查报告显示, 多伦多大都会区约有37.96万华人, 温哥华约有31.22万华人, 卡尔加里有4.67万华人, 渥太华有2.69万华人。2000年, 美国旧金山PMSA约有21.85万华人, 洛杉矶长滩PMSA约有33.48万华人, 纽约PMSA约有38.63万华人 (Lewis Mumford Center 2004)。
The change of immigration policies in the 1970s opened the door for Chinese immigration, and the new policies of immigration status provision were no longer based only on kinship, but also on financial capital, skills, and education. Subsequently, the socioeconomic backgrounds of the Chinese community in these countries became more diverse. <u>While most of the earlier Chinese immigrants had limited skills and a low level of education, the social and economic backgrounds of these new immigrants are more varied (Fan 2003). Although some of the new immigrants have low levels of education, a substantial proportion of them have completed a university degree, or even graduate training.</u>	二十世纪七十年代, 移民政策的改变为中国移民敞开了大门, 新移民身份不再只基于亲属关系, 还基于金融资本、技能和教育。随后, 这些国家华人社区的社会经济背景变得更加多样化。<u>虽然早期的大多数中国移民技能有限, 受教育水平也较低, 但其社会和经济背景更多样化 (Fan 2003)。虽然一些新移民的教育水平较低, 但其中相当一部分人已完成大学学位, 甚至是研究生培养。</u>
The high level of human capital and financial resources brought with these new immigrants or acquired during their stay in the host countries not only affects many aspects of their own social and	新移民带来的、或在东道主国家逗留期间获得的高层次人力资源和金融资源, 不仅影响他们自身的社会和经济福利, 而且为族裔企业的变革打下了基础。供应方

economic well-being, but also sets the stage for changes in ethnic businesses. On the supply side, immigrants with high levels of human capital may not be satisfied with participation in neighborhood convenience stores or laundry shops, while those with considerable financial resources may have the capacity to invest in larger businesses. On the demand side, the socioeconomic and demographic diversity of immigrants facilitates the need for variations in services and products. Subsequently, Chinese businesses flourish in cities that have a substantial representation of Chinese. The recent rapid expansion of Chinese businesses in these cities signifies a major fundamental structural change in Chinese businesses.	面，拥有高层次人力资源的移民不再满足于投资社区便利店或洗衣店，那些拥有大量财力的移民更可能投资于更大的企业。需求方面，移民的社会经济和人口多样性促进了服务和产品多样化。因此，华人企业在有大量华人代表的城市蓬勃发展。而华人族裔企业在这些城市的快速扩张，则标志着华人族裔企业的根本性结构变化。
The Study of Chinese Businesses in Three Major Immigrant Receiving Countries	对三个主要移民接收国华人族裔企业的研究
Given the long history of Chinese in Australia, Canada, and the U.S., it is not surprising to find that the study of Chinese businesses dates back to the earlier years of their arrival in the mid-eighteenth century. Typically, most of these works are a historical account of the Chinese in the country with a short section on Chinese businesses in the community (P. Li 1998; Coolidge 1969; Chiu 1967). Although they provide a glimpse of the economic activities during this period of time, most of these works are descriptive in nature. A considerable number of Chinese owned their business, and almost all their businesses were located in Chinatown. The businesses usually required little skill or investment. For example, Lai (1988) documented a variety of Chinese businesses within the Chinatown area in the late eighteenth and early	毫无疑问，中国人在澳大利亚、加拿大和美国的历史悠久，对华人企业的研究可追溯至十八世纪中叶早期。通常，这些研究大多记录了中国人在该国的历史，其中一段记录了社区中的华人族裔企业（Li 1998; Coolidge 1969; Chiu 1967）。尽管记录了这段时间华人企业的经济活动，但大多数记录都是描述性的。相当多的中国人拥有自己的企业，而且，几乎所有企业都位于唐人街。这些企业通常不需要什么技能或投资。例如，Lai（1988）记录了十八世纪末和十九世纪初，加拿大唐人街地区的华人族裔企业，这些企业通常只需要基础的技能。Chiu（1967）对十九世纪七

nineteenth century in Canada, which typically required minimal skills, such as grocery stores and laundries. A detailed account by Chiu (1967) of the industrial and occupational representation of Chinese in California in the 1870s shows that a considerable number of them were self-employed as vendors, in businesses with little investment	十年代加州华人职业的描述中表明, 其中相当一部分华人只是作为小贩的个体经营者, 他们经营着投资很少的生意。
Although most studies of Chinese businesses during the exclusion period are descriptive, they provide some preliminary explanations of the emergence of Chinese business. Studies based on interviews with elderly Chinese in the U.S. and Canada suggest that Chinese started businesses during the exclusion period because it was difficult for them to find jobs in the discriminatory social environment (P. Li 1998; Nee and Nee 1972). Low skills and a small investment provided a means of survival during this difficult time (P. Li 1998). Some studies also explored the interconnectedness of these businesses by studying the organization and functions of various associations, such as the Chinese Consolidated Benevolent Association (P. Li 1998; Nee and Nee 1972). They also studied how informal business connections were formed through partnership (P. Li 1998; Nee and Nee 1972). Siu's detailed study (1998) of laundry businesses and workers in Chicago during this period further extended the discussion to the operation of these Introduction 5 Downloaded by [University of Liverpool] at 06:24 12 August 2016 businesses. He argued that the unique working environment in laundry businesses fostered the social problems of those who worked there. Though these studies address the importance of social networks and	尽管排华时期, 对华人族裔企业的大多数研究都是描述性的, 但也为华人族裔企业的诞生做出了一些初步解释。基于对美国 and 加拿大老年华人的采访表明, 华人之所以选择在排外时期创业, 是因为他们很难在歧视性的社会环境中找到工作 (P. Li 1998; Nee & Nee 1972)。而只需要基础技能和少量投资的个体经营, 在此时为其提供了一种生存手段 (P. Li 1998)。一些研究还通过各种协会组织来探索企业间的相互联系, 如中华联合慈善协会 (P. Li 1998; Nee & Nee 1972)。他们还研究了通过伙伴关系建立非正式的商业联系 (P. Li 1998; Nee & Nee 1972)。1998年, Siu对芝加哥洗衣店和工人的研究进一步将讨论扩展到了企业的运营。他认为洗衣店独特的工作环境导致了其员工的社会问题。尽管研究提出了社会网络的重要性和企业的社会嵌入性(经济社会学的主题, 在以后的几年中已详细讨论过), 但在二十世纪七十年代之前, 这些概念框架还不能用来指导讨论。

the social embeddedness of these businesses (topics of economic sociology that have been discussed at great length in later years), these conceptual frameworks were not available before the 1970s to guide the discussion.	
It was the work of Ivan Light (1972) that finally brought the discussion of Chinese businesses from the study of the Chinese diaspora and placed it in a larger theoretical context of the discussion of ethnic businesses. Inspired by Light's work and his publications at that time, other studies began to explore the participation patterns of Chinese businesses. With the emergence of network analysis in the 1960s and economic sociology in the 1980s, subsequent studies have as a common focus the structural arrangements among and within Chinese businesses. Researchers have tended to produce detailed analyses of how social and human capital affects the likelihood of individuals becoming business owners. Some have studied the effects of ethnic networks on business operations, such as recruitment and retention, or the economic patterns of those participating in Chinese businesses (Lever-Tracy <i>et al.</i> 1999; Sanders <i>et al.</i> 2002; Kwong 1996; Zhou 1992; Li 1992). In both areas, researchers have been more interested in the internal dynamics of Chinese businesses and the effects of the immediate local context on Chinese businesses. <u>Yet, they have belied the very important fundamental changes among Chinese businesses shaped by the broader set of constraints and opportunities of the emerged and consolidated economic contexts in which they are embedded.</u>	伊凡·莱特（1972）的著作，将对华人族裔企业的讨论从海外华人研究中剥离出来，并将其置于族裔企业更大的理论背景中。受莱特著作启发，其他研究者开始探索华人族裔企业的参与模式。随着二十世纪六十年代网络分析的兴起和八十年代经济社会学的出现，后续研究将华人族裔企业之间和企业内部的结构安排作为关注的焦点。研究者倾向于对社会资本和人力资本影响个人成为企业家的可能性进行详细分析。一些人研究族群网络对企业运营的影响，如招聘人才，或参与华人企业的经济活动（Lever-Tracy <i>et al</i> 1999; Sanders <i>et al</i> 2002; Kwong 1996; Zhou 1992; Li 1992）。在这两个领域，研究者对华人企业的内部动态以及当地环境对华人族裔企业的影响更感兴趣。<u>然而，他们掩盖了华人族裔企业中的根本性变化，这些变化是由经济环境中一系列挑战和机遇造成的。</u>

Given the growing significance of economic globalization, local businesses in general are increasingly linked to the flow of international capital and labor to local markets. Chinese businesses are no exception. Compounded by the fact that a large proportion of Chinese business is owned or run by immigrants, economic globalization can have a substantial impact on ethnic business development. Without doubt, the dominant economic and social forces that stem from the accelerating globalization of the world economy have been overlooked in the study of Chinese businesses. The accelerating integrated international financial markets, growing international trade, and frequent labor migration give rise to new configurations and operations of local ethnic businesses that have not been fully addressed. Only by understanding how economic globalization affects ethnic businesses can one obtain a completer and more current picture of the recent developments in ethnic businesses.	随着经济全球化重要性日益凸显，当地企业与当地市场的国际资本和劳动力的联系越发紧密。华人族裔企业也不例外。加上大部分华人族裔企业由移民拥有或经营，经济全球化更容易对族裔企业的发展产生实质性影响。毫无疑问，在对华人族裔企业的研究中，加速全球化的主导经济和社会力量被忽略了。加速一体化的国际金融市场、日益增长的国际贸易和频繁迁移的劳动力，给当地尚未被充分接纳的族裔企业带来了新配置和运营。只有理解经济全球化对族裔企业的影响，才能对族裔企业的最新发展有一个更全面的了解。
Even studies which demonstrate an awareness of the linkages between economic globalization and Chinese businesses do not fully acknowledge and explore the linkages systematically (Light 2001; Lin 1998). An earlier formulation by Wei Li (1998), a geographer, suggested that the suburban ethnic community in the U.S., the Chinese community in her case, is the consequence of globalization. However, her discussion does not further explore the exact linkages of economic globalization and Chinese businesses. Among sociologists, Lever-Tracy <i>et al.</i> (1999) studied the transnational networks of Chinese entrepreneurs in Australia. They did not go one step	尽管研究表明，人们已认识到经济全球化和华人族裔企业间的联系，但并未完全承认和系统探索这种联系（Light 2001; Lin 1998）。地理学家Wei Li（1998）的早期描述表明了，美国郊区的民族社区，比较典型的例子——华人社区，就是全球化的结果。然而，她的研究并未进一步探讨经济全球化和华人族裔企业之间的确切联系；社会学家利弗-特雷西（1999）等人研究了华人族裔企业家在澳大利亚的跨国网络，但并未进一步探讨这些跨国联系对华

further to explore how these transnational linkages shape the development of Chinese businesses. Lin (1998) studied the changes in Chinatown and acknowledged the effect of economic globalization. His work focuses on change at the community level. Recent work by Kwong (1999) explored the global linkage of illegal Chinese immigrants. Yet the discussion focuses on a subgroup of the Chinese population. Although Li's study (1998) of Chinese businesses from Hong Kong in Canada acknowledged the political situation that triggered the move of those belonging to professional and business classes to Canada, he did not go on to discuss how the unique backgrounds of these entrepreneurs have shaped Chinese business development.	人族裔企业影响；Lin (1998) 研究了唐人街的变化，并承认经济全球化的影响，可其研究侧重于社区层面的变革；Kwong (1999) 最近的研究探索了中国非法移民的全球联系，然而，只集中在中国人口这一群体上；尽管在对加拿大、香港华人族裔企业的研究中，Li (1998) 承认政治局势引发了商业阶层的人移居加拿大，但未继续讨论企业家独特的背景对华人族裔企业发展的影响。
In the following sections, we discuss how globalization, specifically economic globalization, is related to the recent development of Chinese businesses in major immigrant receiving countries.	以下章节中，我们将讨论全球化，特别是经济全球化，对主要移民接收国的华人族裔企业近期发展的影响。
Economic Globalization and Ethnic Businesses	经济全球化与族裔企业
Economic linkages with other countries have long been a standing feature of most national economies. However, these linkages have accelerated and intensified since World War II, due to technological developments, the decreasing cost of transportation, and emergence of international trade organizations (Chass-Dunn <i>et al.</i> 2000; Held <i>et al.</i> 1999). In the middle of the 1980s, the term "globalization" came into popular use to represent these economic linkages (Held <i>et al.</i> 1999).	与他国保持经济联系一直是大多数国家的经济特征。然而，二战以来，由于技术的发展、运输成本的降低及国际贸易组织的出现，各国经济联系日益密切 (Chass-Dunn <i>et al.</i> 2000; Held <i>et al.</i> 1999)。二十世纪八十年代中期，“全球化”一词开始被用来表示这些经济联系 (Held <i>et al.</i> 1999)。
Despite its common usage, the meaning of the term is elusive. "Globalization" in general refers to a	尽管这一词很常见，但却很难理解。“全球化”一般指以国际合作与分工为代

global trade network represented by interconnected national economies with national and regional division of labor (Sassen 2000; Held <i>et al.</i> 1999). With emergent, intensified transnational economies, the social, cultural, political, and economic landscapes of those countries involved have undergone important changes. Although the development of ethnic businesses definitely has also resulted from the combination of political, social, and cultural aspects of globalization, our discussion will focus on economic globalization. In particular, we will concentrate on two features related to economic globalization that are widely discussed in the literature. This focus will help us to delineate the effects of economic globalization on the development of ethnic businesses.	表的全球贸易网络 (Sassen 2000; Held <i>et al.</i> 1999)。随着跨国经济兴起和加速, 各国的社会、文化、政治和经济面貌发生了重大变化。毫无疑问, 族裔企业的发展也是全球化各种因素综合作用的结果, 但我们的讨论重点是经济全球化, 所以, 我们将特别关注经济全球化的两个特征, 这有助于我们描述经济全球化对族裔企业的影响。
The simple and direct reference to economic globalization usually is to the increase in foreign investment in a local economy. It is not uncommon to find today companies that coordinate market sales and production in various countries simultaneously. According to Sassen's figures, over half a million affiliates worked outside their home countries and generated about \$11 trillion in sales in 1999 (Sassen 2002). This number largely echoes the growth rate of direct foreign investment from developed to developing countries, which was about 17 percent between 1988 and 1996 (Sassen 2002). All these numbers point to local markets that are tightly knit into the larger economic context. Subsequently, job growth and decline in a city sometimes may reflect not simply the state of the local economy, but rather the larger economic context.	简单来说, 经济全球化通常是指外国投资在当地经济中的增加。如今, 在不同国家同时协调市场销售和生产的公司并不少见。根据Sassen的数据, 1999年有50多万家子公司在国外经营, 创造了约11万亿美元的销售额 (Sassen 2002), 在很大程度上反映了发达国家对发展中国家投资的增长率, 1988年至1996年间, 这一增长率约为17% (Sassen 2002)。这些数据显示, 地方市场已与更大的经济背景紧密相连。因此, 一个城市的就业增长率可能不仅反映当地的经济状况, 还反映了更大的经济背景。
Still another significant feature of economic	经济全球化的另一个重要特征是劳动

globalization is the intensity and interconnectedness of labor migration. Employment opportunities in the local economy are what, in large part, drives labor migration. <u>Further facilitated by lower transportation costs, international trade agreements, and immigration policies that target skilled workers, international labor migration has intensified in recent decades</u> (Stalker 2000). According to recent government statistics, the U.S. accepted an average of 95,000 employment-based immigrants, which is approximately 11 percent of the annual immigration between 1986 and 2002 (U.S. Department of Homeland Security 2003). Similarly, Canada has admitted an annual average of 260,687 individuals in the skilled worker category, which comprised 7 percent of immigrants, between 1986 and 2002.	力迁移的强度和关联性。当地就业机会在很大程度上推动了劳动力迁移。<u>近几十年来,运输成本的降低,加上国际贸易协定和移民政策的支持,国际间劳工迁移越发频繁</u> (Stalker 2000)。根据政府最新数据统计,1986年至2002年间,美国平均每年接纳9.5万名移民,约占移民总数11% (美国国土安全部 2003)。同样,1986年至2002年间,加拿大平均每年接纳约2.6万技术工人,约占移民总数7%。
<u>The increase in the flow of international capital and the intensity of connectedness of the labor market has had a major direct and indirect impact on the development of ethnic businesses. In the following discussion, we highlight three possible areas of studying economic globalization and ethnic businesses. In the first part, we discuss how the flow of international financial capital and human migration affects the development of Chinese businesses, which in turn affects the Chinese community. Second, we focus on how the transnational linkages of ethnic members affect the operation of Chinese businesses. After all, economic globalization is about the economic and social linkages of individual businesses with their counterparts in other countries. Third, we address how the local urban structures affected by economic globalization shape the development of</u>	<u>国际资本流动的增加和劳动力市场的紧密联系,对族裔企业的发展产生了重大的影响。在以下讨论中,我们研究了经济全球化和族裔企业三个可能相关的领域。一是国际资本流动和人口迁移对华人企业发展的影响,进而影响着华人社区。二是民族成员的跨国联系对华人企业运营的影响。毕竟,经济全球化是个体企业与其他国家合作伙伴间的经济和社会联系。三是受经济全球化影响的地方城市结构对华人族裔企业发展的影响。通过研究华人企业的生存发展史,我们认为这一讨论从全球化的角度,为一般的族裔企业发展指出了一些可能的方向,具有重要启示意义。</u>

<u>Chinese businesses.</u> Through our focus on Chinese experience, we believe that the discussion bears important implications and highlights some possible new directions for the study of ethnic businesses in general from the vantage point of globalization.	
Chinese Business, Economic Globalization, and Community Development	华人企业、经济全球化和社区发展
Economic globalization transforms the nature of ethnic businesses. The transformation can be linked to two key processes: the flow of international capital, and labor migration (Sassen 1991). The flow of international capital reflects the growth of foreign investment in local areas. These foreign financial resources not only contribute to the proliferation of large transnational companies that have dominated media reports, but also foster the growth of a large number of small companies, especially ethnic businesses, whose owners are recent immigrants and other businessmen in the sending countries. Recent immigrants bring financial capital with them when they immigrate to take advantage of the growing demand for ethnic products. Businessmen in the sending countries are interested in diversifying and opening new markets in other countries (Sklar 2001). Aided by the reduced costs of entering foreign markets due to the lower costs of transnational operation and transportation, ethnic businesses are growing in the receiving countries.	经济全球化改变了族裔企业的性质。这种改变与两个关键过程紧密相关：国际资本流动和劳动力迁移（Sassen 1991）。国际资本流动反映了外国投资的增长。这些外国金融资源不仅促成了主流媒体报道的大型跨国公司扩展，也促进了大量小型公司的发展，特别是族裔企业。为满足当地对民族产品日益增长的需求，新移民带来了金融资本，渴望在他国实现多样化和开拓新市场（Sklar 2001），而跨国经营和运输成本的降低，使得进入外国市场成本降低，于是，族裔企业在他国兴起。
The development of ethnic businesses is also affected by the increase in labor migration. Immigration policies of the major receiving countries, such as the United States, Canada, and Australia,	族裔企业的发展同样受到劳动力迁移的影响。二十世纪七十年代，美国、加拿大和澳大利亚等主要移民接收国的移民政策发生了剧烈变化。这些变化在一定程度

underwent drastic changes in the 1970s. These changes were partly in response to global market competition, and led to an increase in immigrants with high levels of skill and education. With the growth of middle-class immigrants, the demand for ethnic services and products has increased and diversified, which in turn has considerably expanded the ethnic market potential.	上是为了应对全球市场竞争，随之，拥有技能和受过高等教育的移民人数增多。其中，中产阶级移民的增多，对民族服务和产品的需求也在增加，并逐步多样化，这反过来大大拓展了民族市场的潜力。
The recent development of ethnic businesses in response to these changes due to economic globalization is echoed in some recent work on Chinese enclaves. Lin (1998) in his book observed that New York's Chinatown is no longer a gathering place for bachelors where shops are only small and family oriented. On the contrary, he suggested that foreign investment, such as the opening of branches of foreign banks and shops with substantial foreign investment, has transformed the ethnic businesses in Chinatown. Similarly, Zhou's (1992) study of New York's Chinatown documented that many businesses, such as jewelry and professional firms, are backed by resources from Hong Kong and Taiwan. Wei Li's (1998) discussion of the ethno-burb, a term she suggested to describe ethnic concentration in suburban areas, also pointed out that the expansion of ethnic businesses in the ethno-burbs largely resulted from the increased flow of international capital and labor.	近年来，一些有关中国飞地的研究，也证明了经济全球化对族裔企业的影响。Lin (1998) 在书中提到，纽约唐人街不再是“单身汉”聚集地，那里的商店规模很小，且以家庭为单位。他认为外国投资，如外国银行分行和大量外资商店，改变了唐人街的族裔企业。同样，Zhou (1992) 对纽约唐人街的研究表明，许多企业，如珠宝和专业公司，都得到了香港和台湾资源的支持。Wei Li (1998) 也指出，族裔企业的扩张主要是因为国际资本和劳动力迁移的增加。
In the first part of the book, <u>authors have addressed recent developments of Chinese businesses (i.e., ethnic media, ethnic banking, and industrial diversity and dispersion) that were largely driven by international capital and labor migration and highlighted their effects on ethnic communities.</u> These	本书第一部分，<u>作者介绍了华人族裔企业的最新发展（如民族媒体、民族银行业、产业多样性和分散性），并强调了它们对民族社区的影响，而这些企业主要是由国际资本和劳动力迁移驱动。</u>

chapters address three recent developments of Chinese businesses that affect the development of ethnic communities: ethnic media, ethnic banking, and the growing diversity and dispersion of ethnic businesses. Chapter 2, by Zhou and Cai, explores the emergence and blossoming of Chinese ethnic media in North America. Ethnic media themselves are a newly developed area of ethnic business. They are unique because they are the product of globalization and at the same time the facilitator of global linkage among local ethnic members with their home country. Zhou and Cai point out that the Chinese ethnic media have grown rapidly and reach many members of the community. They suggest that the Chinese ethnic media are a product of globalization driven by international financial investment and the growth of the community due to recent immigration. Chinese ethnic media are important in providing social support and information to newly arrived Chinese immigrants, including those with skills and high levels of education. At the same time, Chinese ethnic media are crucial to enabling diversified Chinese businesses to reach their potential customers.	这些章节讨论了华人企业的三个最新发展:民族媒体、民族银行业及族裔企业日益多样化和分散性。第二章由Zhou和Cai共同探讨北美华人媒体的兴起和发展。民族媒体是一个新兴的民族商业领域。他们是独一无二的,因为他们是全球化的产物,同时也是当地民族成员与其祖国全球联系的促进者。Zhou和Cai指出,中国民族媒体发展迅速,覆盖到社区的许多成员。他们认为,中国民族媒体是国际金融投资和近期移民社区成长推动下的全球化产物。中国民族媒体在为新移民,包括那些有技能和受过高教育水平的移民,提供社会支持和信息方面发挥着重要作用。同时,中国民族媒体对多元化的华人族裔企业接触潜在客户也至关重要。
The second phenomenon discussed is ethnic banking. With the intensifying economic globalization, the constant flow of international capital fosters the emergence of the Chinese banking sector. The presence of Chinese banks signifies new opportunities for Chinese businesses. Li and Dymski in Chapter 3 describe in detail the emergence of Chinese banking in southern California. They differentiate between two types of Chinese banking institutions: Chinese American banks and Chinese	讨论的第二个对象则是民族银行。随着经济全球化加剧,国际资本流动催生了中国银行业。中国银行的出现为华人族裔企业带来了新机遇。Li和Dymski在第3章详细描述了中国银行业在南加州的兴起。他们区分了两种类型的中国银行机构:中美银行和中外银行。前者更侧重于本土,后者是亚洲银行的海外分行。作者追溯了中国民族银行业的发展历程,认为这两类

foreign banks. The former are more locally focused and the latter are overseas branches of Asian banks. The writers have traced the development of Chinese ethnic banking sectors and suggest that the emergence of both types of Chinese ethnic financial institutions has resulted largely from the transnational movement of Chinese people and the “availability of transnational capital and the supply of ethnic millionaires.” They further argue that the existence of Chinese banking is critical to the development and expansion of ethnic businesses because many ethnic Chinese firms have secured financial support from these banks.	中国民族金融机构的出现，很大程度上是由于中国人的跨国流动及“跨国资本的可获得性和百万大亨的扶持”。他们认为，中国银行的存在对族裔企业的发展和扩张至关重要，因为许多族裔企业已从银行获得了资金支持。
Lo and Wang in Chapter 4 explore the extent and diversity of Chinese businesses of considerable size. They use data collected from the Dun & Bradstreet Business Directory to document the size and diversity of the medium-sized and large Chinese businesses that have a turnover of at least \$50,000 in Toronto, where a large number of Chinese reside. Using this criterion, they recorded about 600 such Chinese businesses in Toronto. This number indicates that Chinese businesses are no longer small, family-owned concerns; a great number of them are relatively large in size. In addition, the findings also vividly portray a diversity of industries in which these businesses are involved. All these results point to the fact that Chinese businesses in Toronto have been transformed beyond an enclave market where they cluster in just a few locations.	第四章中,Lo和Wang探讨了较大规模华人族裔企业的范围和多样性。他们使用从邓白氏商业指南收集的数据，记录了在多伦多有大量华人居住的，且拥有至少5万美元营业额的大中型华人族裔企业的规模和多样性，这样的华人族裔企业大约有600家。这表明，华人族裔企业不再是小型的家族企业；且其中很大一部分规模相对较大。此外，调查结果还生动地描绘了企业所涉及的行业多样性。所有结果表明，多伦多的华人族裔企业已超越了只集中在几个地方的飞地市场。
In short, authors of various chapters in the first part of the book explore the changes in Chinese businesses. In particular, they explore recent ethnic	简言之，本书第一部分探讨了华人企业的变化。特别是族裔企业的近期发展：民

business developments: ethnic media, ethnic banking, industrial diversity, and location dispersion. They show that these changes largely reflect the effects of economic globalization. However, economic globalization does not only affect the development of ethnic businesses, which in turn shape the ethnic community; it also affects the operations of ethnic business, the subject that we now turn to.	族媒体, 民族银行, 工业多样性, 和地理位置分散性。这些变化在很大程度上反映了经济全球化的影响。然而, 经济全球化不仅影响族裔企业的发展, 反过来, 族裔企业塑造了民族社区; 它也影响到我们现在所要研究的主题——族裔企业的运营。
Chinese Businesses and Transnational Linkages	华人企业与跨国联系
One important aspect of economic globalization is that it facilitates transnational linkages. With the current international flow of finances and the constant movement of workers from one country to another in the emerging global market, today's immigrants are still actively involved in and constantly maintain networks in their home countries (Portes and Zhou 1996; Glick Schiller <i>et al.</i> 1992). Based on data collected from a number of Latin immigrant groups, a recent study by Portes <i>et al.</i> (2002) suggested that more than half of self-employed immigrants are involved in transnational activities. The results clearly show that transnational linkages are common among immigrant entrepreneurs.	经济全球化的一个重要作用是促进跨国联系。国际资金的流动和新兴全球市场的出现, 使工人从一个国家不断涌向另一个国家, 移民一直积极参与并不断维护本国的网络 (Portes & Zhou 1996; Glick Schiller <i>et al.</i> 1992)。基于多个拉丁移民群体收集的数据, Portes等人(2002)的一项研究表明, 一半以上的自营职业移民参与了跨国活动。这表明, 跨国联系在移民企业家中普遍存在。
Transnational immigrant entrepreneurs most likely conduct their businesses between their home and receiving countries. The locational choices for such transnational business activities are obvious because these are the places with which they are most familiar. However, conducting transnational business between the two countries requires the maintenance of stable linkages. Such linkages are important to sustain business networks, to expand clientele, and to follow	跨国移民企业家倾向于在本国和接收国间开展业务, 这种选择是显而易见的, 因为这是他们最熟悉的地方。然而, 在两国间开展跨国业务需要保持稳定的联系, 这对于维持商业网络、扩大客户群和跟踪当地市场趋势至关重要 (Chang & Tam 2004)。

the local market trends (Chang and Tam 2004).	
<u>Although research has argued the importance and benefits of maintaining transnational networks among immigrant entrepreneurs, why do not all immigrant entrepreneurs maintain transnational business networks? The question is rarely addressed.</u> Nevertheless, asking the question helps to delimit the functions of transnational business networks. Subsequently, the understanding of the nature of transnational networks is enriched.	<u>尽管研究论证了保持跨国网络的重要性和好处，为何并非所有移民企业家都保持这种网络？但是，这个问题很少被提及。</u> 但它有助于界定跨国商业网络，从而丰富人们对跨国网络本质的认识。
In recent decades, studies documenting the importance of the direct and indirect impact of transnational linkages on ethnic business operation have shown how products, clients, and employees are recruited from either the sending countries or the receiving countries (Kyle 1999; Landolt 2001). In particular, there are ample studies of the transnational linkages of Mexican entrepreneurs in the U.S. and Mexico (e.g., Portes <i>et al.</i> 2002; Kyle 1999) and the “bamboo networks” of Chinese businessmen in Asian countries (e.g. Gomez and Hsiao 2001; Weidenbaum and Hughes 1996). However, few studies have explored the effects of transnational business linkages between Chinese in major immigrant receiving countries (Australia, Canada, and the U.S.) and in their sending countries (Cheng 1999). It is important to understand the transnational linkages of Chinese businesses in various countries because the transnational linkages may reflect unique cultural patterns, structural characteristics of the receiving countries, and geographic proximity between the sending and receiving countries.	近几十年来，跨国联系对族裔企业运营的影响说明了，产品、客户和雇员是如何从输出国或接收国招募的（Kyle 1999; Landolt 2001）。特别是有大量研究表明了墨西哥企业家在美国和墨西哥的跨国联系（Portes <i>et al</i> 2002; Kyle 1999），以及中国商人在亚洲的“竹网”（Gomez & Hsiao 2001; Weidenbaum & Hughes 1996）。然而很少有研究探讨中国人在澳大利亚、加拿大、美国及其输出国之间跨国商业联系的影响（Cheng 1999）。了解华人族裔企业在不同国家的跨国联系是很重要的，因为跨国联系反映了接收国独特的文化模式、结构特征以及输出国和接收国之间的地理邻近性。
In the first chapter of the second part of the book,	本书第二部分第一章，Light(第5章)

Light (Chapter 5) compares differences in ethnic business participation between Chinese immigrants and immigrants from Central America in the U.S. Light argues that transnational linkages are important in reducing the differences in ethnic businesses of the two groups. However, he reiterates the importance of the local context, which includes group characteristics, in the local receiving areas, and of the cultural differences between the group and the host society.	比较了中国移民和中美洲移民在族裔企业参与度方面的差异。他认为，跨国联系对于减少两个群体的差异非常重要。他还重申了当地环境的重要性，包括当地的群体特征，以及该群体与东道国之间的文化差异。
Light's chapter sets the tone for the following three chapters, which look at why not all immigrant entrepreneurs have transnational business ties, if transnational linkages bring benefits to business. Although these chapters do not make direct comparisons of the transnational linkages of Chinese businesses in different cities, the authors lay the groundwork by providing important information on how transnational businesses are related to Chinese business development in the cities where the authors studied. Chapter 6, by Salaff, Greve, and Wong, explores why some Chinese from the People's Republic of China have used their transnational ties to set up their businesses in Toronto, while others have not. Using data on 50 couples from the PRC, the authors suggest that not all transnational linkages are useful. Some of the business networks in China do not help immigrants start their businesses in Canada. They point out that the usefulness of transnational linkages depends on the nature of resources offered. The study is important because it warns against an overly optimistic view of the effect of transnational linkages on ethnic business operation.	第五章为接下来的三章奠定了基调，它们探讨了跨国联系给企业带来利益，为何并非所有移民企业家都有这种联系。尽管这些章节没有直接比较华人族裔企业在不同城市的跨国联系，但提供了关于跨国企业与所研究城市的华人族裔企业相关的重要信息。第六章由Salaff、Greve和Wong撰写，探讨了为什么中国人利用跨国关系在多伦多建立了企业，而其他国家的人却没有。基于对中国50对夫妇的调查，并非所有跨国联系都是有用的，也有一些商业网络无法帮助中国移民在加拿大创业。因此，跨国联系的效用取决于资源的性质。这项研究很重要，因为它提醒人们不要过于乐观看待跨国联系对族裔企业运营的影响。

Ip in Chapter 7, using data collected in Brisbane and Sydney, two major cities in Australia, compares Chinese immigrants from Hong Kong, Taiwan, and the People's Republic of China. He found that those from Hong Kong and Taiwan arrived in Australia with transnational financial capital and ties. With financial capital, they can easily take advantage of their transnational ties and business networks in their business operations in Australia. Without financial capital, immigrant entrepreneurs from the PRC, even those who have transnational ties, have to draw on locally developed networks to establish their businesses. When only limited support is provided by local networks, they then have to seek help from home. Nevertheless, most of the immigrants from the PRC see their businesses as local in nature. The study has shown that the availability of transnational linkages is not sufficient a condition to facilitate overseas business. Financial capital is needed to make the linkages functional.	第7章, 基于澳大利亚两个主要城市布里斯班和悉尼收集的数据, Ip比较了来自香港、台湾和中国大陆的移民。他发现来自香港和台湾的人带着跨国金融资本和关系来到澳大利亚。有了金融资本, 他们就能轻松利用其跨国关系和商业网络在澳大利亚发展企业。如果没有金融资本, 即使是那些有跨国关系的中国移民企业家, 也不得不依靠当地发达的网络来建立企业。而当本地网络只提供有限的支持时, 他们就不得不向家里寻求帮助。尽管如此, 大多数中国移民认为他们的企业本质上是地方性的。这项研究表明, 跨国联系的存在并不是促进海外企业发展的充分条件, 金融资本才是发挥作用的必要条件。
The final chapter in this section picks up another issue related to transnational business linkages. Szonyi (Chapter 8) explores the effect of transnational linkages on the community of the sending country. Szonyi's work is based on his historical data on how one individual businessman in the late Qing Dynasty brought new perspectives and ideas back home. He provides an important glimpse of the effect of transnational linkages beyond the economic development of the local home community. He demonstrates that transnational linkages can bring cultural changes and can even have direct impact on major political reforms.	本节最后一章提出了与跨国商业联系相关的另一个主题。Szonyi于第八章探讨了跨国联系对输出国社区的影响。Szonyi的历史著作, 讲述了晚清时期, 一位个体商人将新观点和想法带回国内传播, 向世人提供了超越跨国联系对当地家庭社区经济发展影响的重要一瞥, 证明了跨国联系可以带来文化变革, 甚至对重大政治改革有直接的影响。

Chinese Businesses, Local Urban Structures, and Homogenization	华人企业、地方城市结构和同质化
The publication of Sassen's book <i>The Global City</i> (1991) certainly laid out a clear description of how globalization affects local city urban economies and structures. Although early researchers focused on a few cities characterized as global in nature, studies in recent years suggest that most cities are influenced by globalization to various degrees. Today, most studies try to identify the general patterns of the urban change effected by globalization (Taylor <i>et al.</i> 2002; Smith and Timberlake 2002).	Sassen的著作《全球城市》于1991年出版，描述了全球化对当地城市经济和结构的影响。尽管早期研究只关注具有全球性质的少数城市，但近年来的研究，表明大多数城市都不同程度地受到了全球化的影响。今天，多数研究试图确定全球化影响下城市变化的一般规律（Taylor <i>et al</i> 2002; Smith & Timberlake 2002）。
One of Sassen's original observations was the effect of globalization on local economies. She suggests that the increasing flow of international capital fosters the growth of financial and service industries and the decline of manufacturing industries. Educated and skilled laborers are in greater demand and, subsequently, are highly rewarded in the labor market, while the unskilled experience more difficulty finding jobs (Stalker 2000). As research has pointed out that those involved in ethnic businesses are more likely to have lower levels of education and skill (Light and Gold 2000), the shrinking availability of manufacturing jobs in the city can have a direct and significant impact on the propensity for individuals to become entrepreneurs, and on their economic returns.	Sassen最初的关注之一是全球化对地方经济的影响。她认为，国际资本的不断增长促进了金融和服务业的增长以及制造业的衰退。市场对受过教育和熟练劳动力需求的增大，熟练的劳动力能获得更高的报酬，而不熟练的劳动力则很难找到工作（Stalker 2000）。研究指出，在族裔企业工作的人更有可能是只有较低的教育和技能水平的人（Light & Gold 2000），而制造业就业机会的减少，对个人成为企业家的倾向及其经济回报产生了直接而重大的影响。
The effect of globalization on local economies can also affect ethnic businesses. <u>The increasingly multinational nature of corporations creates more opportunities for ethnic members who are familiar with local affairs and culture in their home countries</u>	全球化对当地经济的影响也影响到族裔企业。 <u>越来越多的企业成为跨国企业，从而为熟悉当地事务和文化的族裔成员创造了更多的就业机会</u> （Stalker 2000）。在

(Stalker 2000). In these circumstances, and with the aid of legislation ensuring fair employment, ethnic members may now experience less “blocked mobility,” which has been suggested to be a major structural factor that encourages ethnic members to seek self-employment (Li 1998). These changes can also have considerable effects on the propensity of individuals to participate in ethnic businesses and the differential earnings between those who work inside and outside ethnic businesses.	确保公平就业，立法的帮助下，族裔成员会经历较少的“流动受阻”，这被认为是鼓励族裔成员寻求自营职业的主要结构性因素（Li 1998）。这些变化也对个人参与族裔企业的意向，以及族裔企业内外部工作人员间的收入差异产生重大影响。
Partly due to globalization, the growth of racial and ethnic diversity changes the ecology of the city, which in turn affects the development of ethnic businesses. <u>One of the consequences is that the ethnic businesses of some larger groups may face a dilemma of growth. On the one hand, the increased size of the group provides the momentum to grow. On the other hand, given that the group can only support a limited number of businesses, more competition among these businesses may occur</u> (Liebersen 1980). Another consequence of the increase of the ethnic group’s size is changes in residential patterns. A higher residential concentration of ethnic members may foster the development of ethnic businesses.	由于全球化，民族多样性的增长改变了城市生态，进而影响了族裔企业发展。其后果之一是，一些较大规模的族裔企业可能面临成长的困境。另一方面，<u>鉴于集团只能支持有限数量的企业，企业间可能会发生更多竞争</u>（Liebersen 1980）。另一结果是居住模式的变化，族裔成员较高的居住集中度会促进族裔企业的发展。
In the third part of the book, Fong and Lee (Chapter 9) fully explore the effect of local urban structure, under the impact of globalization, on ethnic businesses. Although this book focuses on ethnic businesses, the study provides a larger framework by comparing earnings of workers and business owners working inside and outside the ethnic economy. Ethnic economy, despite variations in definitions, refers to the agglomeration of ethnic businesses.	本书第三部分，Fong和Lee（第9章）充分探讨了全球化冲击下，地方城市结构对族裔企业的影响。尽管这本书关注的是族裔企业，但对族裔企业的研究，是通过比较族裔经济内外部工作人员和企业家的收入来实现的。虽然定义不同，但族裔经济指的是族裔企业的聚集。根据1990年美国人口普查数据，作者以16个城市的华人

Drawing from the 1990 U.S. census and focusing on Chinese in 16 cities, the writers specifically address four local urban structural effects: the size of the ethnic group, residential patterns, the relative employment situation, and the state of the local economy. They found that local urban structures have a strong impact on the earnings of those who are business owners or workers inside the ethnic economy. Therefore, they suggest that the earnings or economic returns of entrepreneurs fluctuate and are subject to various local urban structures.	作为研究对象，具体阐述了四种地方城市结构效应：族群规模、居住模式、相对就业状况和地方经济状况。他们发现，当地城市结构对族裔企业内部的企业家或工人的收入有很大的影响。因此，他们认为企业家的收入或经济回报是波动的，并受各种地方城市结构的影响。
Economic globalization fosters migration of skilled workers. It partly contributes to the growth of the middle class in the Chinese community. Given such a context, Peter Li in Chapter 10 explores how changes in the class locations of Chinese affect the rate of participation in ethnic businesses. In addition, he investigates whether self-employed individuals still have an earnings advantage over wage earners. Drawing from 1996 census data collected in Canada, another major immigrant receiving country, Li shows that the propensity for self-employment among Chinese is similar to that of other Canadians, with the qualification that foreign-born Chinese are more likely to be self-employed. He also found earnings disadvantages among Chinese females regardless of whether they were foreign born or native born, whereas Chinese foreign-born males experience more disadvantage in economic returns than do native born.	经济全球化促进了技术工人的迁移，一定程度上促进了华人社区中产阶级的成长。由此，Peter Li于第10章探讨了华人阶层地位的变化对族裔企业参与率的影响。此外，他还调查了个体经营者是否仍比工薪阶层有收入优势。1996年在加拿大收集的人口普查数据表明，中国人的个体经营倾向与加拿大人相似，但在国外出生的中国人更有可能从事个体经营。他还发现，无论是外国出生还是本土出生，中国女性的收入都处于劣势，而外国出生的中国男性在经济回报方面比本土出生的男性更为不利。
Finally, economic globalization does not only shape the structures and processes of Chinese businesses. It also raises the issue of how much the economic and social activities related to Chinese	最后，经济全球化不仅塑造了华人族裔企业的结构和流程，还提出一个问题，即与华人族裔企业相关的经济和社会活动

businesses reflect local uniqueness. The discussion reflects a larger question of economic globalization: homogenization. Although economic globalization helps to diffuse products and technologies quickly from one location to another, it also poses a challenge to local communities to resist the erosion of their local uniqueness. In other words, it asks how much there is “homogenization” between home country and local destination.	在多大程度上反映了当地的独特性。这场讨论反映了经济全球化一个更大的问题：同质化。尽管经济全球化有助于将产品和技术从一个地方迅速扩散到另一个地方，但也对当地社区抵制其地方独特性的侵蚀提出了挑战。换言之，它质疑母国和他国目的地之间“同质化”的程度。
The discussion by Luk (Chapter 11) addresses the issue of homogenization. The use of landmarks and famous business names back home allows Chinese businesses to define their business niche. However, the outcome can be homogenization between home country and the local destination. Nevertheless, that does not imply that globalization helps create ethnic businesses without subethnic distinction. Using data collected from Chinese businesses in Toronto, Luk argues that this phenomenon reflects the global and local linkages of ethnic businesses in terms of not only economic but also cultural interactions.	Luk（第11章）讨论了同质化的问题。利用本土地标和知名企业，华人族裔企业可以确定自己的商业定位，这可能反映了本国和他国目的地之间的同质化。然而，这并不意味着全球化有助于创造无差别的族裔企业。基于对多伦多华人族裔企业收集的数据，Luk认为，这种现象反映了全球和当地族裔企业在经济和文化互动方面的联系。
Ethnic shopping malls are a unique development, largely the results of international capital and the recent growth in the Chinese immigrant population. Most products sold in the malls are ethnic specific and reflect the most recent popular cultural trends of the sending country, an indication of homogenization. For example, shops sell the latest CDs of popular singers, the latest popular TV soap opera series, and the latest fashions in the home country. Ooka’s Chapter 12 explores the effects of mall visits on how youth perceive their own ethnic identities. Her data drawn from Toronto show that frequent visits to ethnic	民族购物中心是一种独特的发展，主要是国际资本和中国移民人口增长带来的结果。商场中出售的大多数产品都是特定民族的，反映了输出国流行文化，是同质化的一种表现。例如，商店出售流行歌手的最新CD，最新的流行电视连续剧，以及本国最新的时装。Ooka在第12章探讨了年轻人看待自身民族身份的影响。基于多伦多收集的数据显示，经常光顾民族购物中心与较高的民族认同感有关。本章重点介

shopping malls are associated with higher levels of ethnic identity. The chapter highlights how this new spatial arrangement of ethnic businesses attracts a younger generation of co-ethnic members. Subsequently, it can have a considerable relationship to the ethnic identity, and significant implications for the ethnic cohesiveness of the younger generation	绍了这种新的族裔企业，其空间布局是如何吸引年轻一代同民族成员的。它可能与民族认同感有相当大的关系，并对年轻一代的民族凝聚力有重大影响。
All these chapters are about Chinese businesses. <u>As the Chinese are one of the largest Asian groups in most major immigrant receiving countries and they represent a considerable number of Asian ethnic businesses, these studies provide a crucial understanding of the group's business participation in these countries.</u> We hope that this book is a beginning that will further link the literature of ethnic businesses, globalization, and studies of the overseas Chinese.	所有这些章节都是关于华人族裔企业的。<u>由于中国是主要移民接收国最大的亚裔群体之一，代表了相当数量的亚裔企业，所以，对华人族裔企业的研究，为该群体在这些国家创办企业提供了至关重要的解答。</u>我们希望以本书作为一个开端，进一步将族裔企业、全球化和海外华人研究的文献联系起来。
Globalization has transformed the operation of ethnic businesses. This book attempts to identify the changes, how they affect business operations, and how they shape the development of ethnic businesses. All these contributions suggest that the study of ethnic businesses should no longer focus only on their internal dynamics, but should also explore the relationship between the internal dynamics of businesses and the wider economic context that has been shaped largely by globalization. We believe that the discussion opens new avenues that link the discussion of ethnic businesses to understanding the multifaceted aspects of the topic. In particular, it paves the way for exploring new developments in ethnic businesses in the age of globalization	全球化改变了族裔企业的运营方式。本书试图了解它们对企业运营的影响，及如何塑造族裔企业发展的。这些表明，对族裔企业的研究不应只关注其内部动态，还应该探索企业内部动态与全球化所塑造的更广泛的经济背景之间的关系。我们认为，这一讨论开辟了新的途径，将对族裔企业的讨论与该主题的多方面联系起来。特别是，它为探索全球化时代下族裔企业的新发展铺平了道路。
Chinese Language Media and The Ethnic Enclave	华语媒体与美国的族裔飞地经济

Economy in The United States	
Chinese language media have been on the American scene since the earliest Chinatown but only recently have they achieved the status of an influential ethnic institution serving both social and economic functions. <u>In much of the pre-World War II era, the Chinese immigrant community was essentially an isolated bachelors' society consisting of a small merchant class and a disproportionately male working class who were legally excluded from participating in the mainstream American economy and social life. Chinese language media did not form a significant ethnic institution at that time, because of the extremely low levels of literacy and Chinese language proficiency among many older immigrants, the limited scale of ethnic economies, and the face-to-face patterns of interaction among co-ethnic members in segregated enclaves.</u> Nevertheless, occasional and back issues of newspapers and magazines published in China, and concentrating almost entirely on China or China-related events and topics, did circulate among the small Chinatown elite. There were also publications of community newspapers and newsletters, but circulation was small and was confined to Chinatown. Not until the late 1970s did Chinese language media start to take on a dual role as both an ethnic social institution and an economic enterprise.	从最早的唐人街开始，华语媒体就活跃在美国舞台上，为社会服务。但直到最近，才获得一个有影响力的地位。<u>二战前期，中国移民社区基本上是一个被孤立的“单身汉”社会，由小商人阶级和不成比例的男性工人阶级组成，在法律上被排除在美国主流经济和社会生活之外。由于许多老年移民识字率和汉语熟练程度极低，加上族裔经济规模有限，及隔离的飞地中同族成员间面对面的互动模式，华语媒体并未形成一个重要的民族机构。</u>然而，中国偶尔发行和过期发行的报纸杂志，几乎涵盖与中国相关的事件和话题，在唐人街的小精英中流传。当时，也有社区报纸和时事通讯的出版物，但发行量很小，且仅限于唐人街。直到二十世纪七十年代末，华语媒体才开始承担起民族社会机构和经济企业的双重角色。
At present, the Chinese language media in the United States are composed of publications, television, radio, and the Internet, with publications predominating. The largest and most influential	目前，美国的华语媒体由出版物、电视、广播和互联网组成，其中，出版物占据主导地位。规模最大且最有影响力的报纸包括总部设在纽约的《中文日报》(前身

newspapers include the New York-based Chinese Daily News (formerly The World Journal), the U.S. edition of the Hong Kong based Sing Tao Daily, and the New York-based China Press. Meanwhile, numerous nationally circulated daily newspapers and weekly magazines and locally circulated community papers have mushroomed in cities and suburbs with sizeable ethnic Chinese populations. Chinese language television, radio, and online media have also been growing rapidly, especially since the early 1990s, with a strong presence in the very cities where the ethnic press has established strongholds (Kang & Lee Advertising 1998).	为《世界日报》)、香港的美国版《星岛日报》和纽约的《中国新闻报》。同时，在华人聚居的城市和郊区，许多全国性发行的日报、周刊和地方性发行的社区报纸如雨后春笋般涌现。中文电视、广播和网络媒体也在迅速发展，特别是二十世纪九十年代初以来，在少数民族媒体已经建立了据点的城市中发展更为迅速（Kang & Lee Advertising 1998）。
In this chapter, we first describe how the development of Chinese language media is affected by the phenomenal rate of contemporary Chinese immigration and the rapid diversification and globalization of the ethnic enclave economy. We then examine how Chinese language media in turn facilitate the growth of the ethnic enclave economy to grow beyond geographic and national boundaries and help non-English-speaking immigrants navigate their English-speaking host society.	这一章中，我们首先描述了当代中国移民的惊人速度，及迅速多样化和全球化的族裔飞地经济是如何影响华语媒体发展的。其次，我们研究了华语媒体是如何促进族裔聚居区经济增长的，并使其超越地理和国界，帮助非英语移民融入英语东道国社会。
Immigration, Suburbanization, and The Rise of Ethno-burbs	移民、郊区化和民族郊区的兴起
Chinese Americans are one of the oldest and fastest-growing ethnic groups in the United States. With the lifting of legal barriers to Chinese immigration after World War II and the enactment of a series of liberal immigration laws since the passage of the Hart-Celler Act of 1965, the Chinese American community has increased more than ten-fold, from	美籍华人是美国历史最悠久和发展最快的族裔之一。二战后对排华移民法律的解除，及1965年《哈特-塞勒法案》一系列自由主义移民法的颁布，美国华人社区人口增加了十倍以上，从1960年的23.73万人增加到2000年的287.96万人（包括44.71万

237,292 in 1960 to 2,879,636 (including 447,051 mixed-race persons) in 2000. According to the U.S. Immigration and Naturalization Service (USINS 2002), nearly 1.4 million immigrants were admitted to the United States from China, Hong Kong, and Taiwan as permanent residents between 1961 and 2000, and China has been on the list of top ten immigrant-origin countries since 1980. The phenomenal rate of contemporary Chinese immigration has been accompanied by two patterns of immigrant settlement: one is the time-honored path starting from inner-city ethnic enclaves and eventually “melting” into white middle-class suburbs, and the other is a distinct trend of bypassing the inner city to settle into middle-class suburbs directly upon arrival.	名混血儿)。根据美国移民归化局 (USINS 2002) 数据统计, 在1961年至2000年间, 近140万来自中国、香港和台湾的移民获准永久居民身份进入美国, 自1980年以来, 中国一直位列十大移民来源国之列。当代中国移民的惊人速度伴随两种定居模式: 一种是历史悠久的路径, 从市中心的飞地开始, 最终“融入”白人中产阶级的郊区, 另一种是绕过市中心, 直接定居到中产阶级郊区。
Historically, Chinese immigrants clustered in Chinatowns in major gateway cities. Chinatowns in San Francisco, New York, and Los Angeles were typical of the nation’s oldest immigrant enclaves. But unlike early immigrants from Europe, who were expected to assimilate into the mainstream society as quickly as possible, early Chinese immigrants were legally barred from naturalization and assimilation. They were forced to take refuge in a predominantly Chinese bachelors’ society, creating jobs for themselves to avoid direct competition with native workers while enabling themselves to fulfill a sojourner’s dream of returning to their homeland with gold and glory (Zhou 1992). Under Chinese exclusion policies, even those who had attained adequate economic means and cultural proficiency, including the children of immigrants, found it hard to move out of the ethnic enclave because of racial exclusion in	历史上, 中国移民聚集在主要门户城市的唐人街。旧金山、纽约和洛杉矶的唐人街是美国最古老的移民飞地典型。但与来自欧洲的早期移民不同, 他们被期望尽快融入主流社会, 而早期中国移民在法律上被禁止入籍和同化。他们被迫在一个以中国单身汉为主导的社会中寻求庇护, 为自己创造就业机会, 以避免与当地工人的直接竞争, 同时实现自身旅居者的梦想, 带着黄金和荣耀回到祖国 (Zhou 1992)。在排华政策的影响下, 即使那些已获得足够经济和较高文化水平的人, 包括移民的子女, 由于白人中产阶级住宅区的种族排斥, 也很难离开飞地。二战期间, 排华法案解除, 为华人开辟了其他的职业渠道。其中, 许多人进入了军队、造船厂和文职

white middle-class residential neighborhoods. The lifting of Chinese exclusion acts during World War II opened up other occupational channels for the Chinese. Many of them entered the military, the shipyards, and the civil service; some were engaged in wholesale trade and operated grocery stores and other small businesses that were left vacant by the forced removal of the Japanese to internment camps (Waldinger and Tseng 1992). The decades immediately after World War II brought some residential movement out of Chinatowns among the young and socioeconomically mobile co-ethnics, leaving visible signs of decline and aging in these century-old enclaves.	部门；一些人从事批发贸易，经营杂货店和其他小企业，而企业的场地都是因日本人被迫转移到拘留营而空置下来的（Waldinger & Tseng 1992）。二战后的几十年里，社会经济流动性强的年轻华裔居民离开了唐人街，有百年历史的飞地明显衰落和老龄化。
Since the enactment of the 1965 Hart-Celler Act, which abolished the national origins quota system to allow for family reunification and employer-sponsored migration of skilled labor, old Chinatowns have persisted and thrived as new immigrants have arrived. Despite the out-movement of the “assimilated” second generation, Chinatowns have attracted new immigrants from diverse socioeconomic backgrounds, new money from overseas, and well-connected entrepreneurs who conduct businesses inter-regionally and internationally (Lin 1998; Wong 1998; Zhou 1992). However, these traditional urban enclaves no longer serve as primary centers of initial settlement as many new immigrants, especially the affluent and the highly skilled, bypass inner cities to settle into suburbs immediately after arrival. As of 2000, half of the Chinese American population lives in suburbs. Even in immigrant gateway cities such as San Francisco, Los Angeles, and New York, the	1965年《哈特-塞勒法案》废除了国籍配额制度，允许家庭团聚和雇主赞助熟练劳动力移民，随着新移民到来，旧唐人街蓬勃发展。尽管“被同化”，唐人街还是吸引了来自不同社会经济背景的新移民，新资金，及人脉广泛的企业家（Lin 1998; Wong 1998; Zhou 1992）。然而这些传统的城市飞地不再是定居的主要中心，因为许多新移民，特别是富裕和高技能的移民，抵达后直接绕过市中心定居到郊区。截至2000年，一半的华裔美国人居住在郊区。即使在移民门户城市，如旧金山、洛杉矶和纽约，大多数人也住在唐人街以外的社区。例如，截至2000年，只有8%的旧金山华人、2%的洛杉矶华人和14%的纽约华人居住在市中心的旧唐人街。

majority live in neighborhoods outside Chinatown. For example, as of 2000, only 8 percent of Chinese in San Francisco, 2 percent in Los Angeles, and 14 percent in New York live in inner-city old Chinatowns.	
The suburbanization of the Chinese immigrant population does not appear to be associated with the disappearance of old Chinatowns, which have actually grown and expanded in new directions, taking over decaying adjacent neighborhoods (Zhou 1992). Instead, it has caused the formation of “ethno-burbs,” a term used to describe suburban middle-class immigrant enclaves (Li 1997). What is distinct about the current trend is not merely the dispersion of immigrants in suburban areas, but a re-concentration of the co-ethnic population into new suburban immigrant enclaves.	中国移民人口郊区化似乎与旧唐人街消失无关，这些旧唐人街实际上已经往新方向发展和扩张，接管了衰败的邻近地区（Zhou 1992）。相反，它促进了“民族郊区”的形成，这一术语用于描述郊区中产阶级移民飞地（Li 1997）。当前趋势的独特之处不仅在于移民在郊区的分散，也在于同族裔人口向新郊区移民飞地的重新集中。
Geographical concentration, to some extent, follows a historical pattern: Chinese Americans continue to concentrate in the West and in urban areas. California alone accounts for 40 percent of all Chinese Americans (1.1 million). Next are the states of New York and Hawaii, with 16 percent and 6 percent, respectively. However, there has also been a significant increase in the Chinese American population in other states that historically received fewer Chinese immigrants, such as Texas, New Jersey, Massachusetts, Illinois, Washington, Florida, Maryland, and Pennsylvania. While Chinese Americans have dispersed all over the country, the tendency towards ethnic concentration, especially among the foreign born, is marked. Following the drastic transformation of California’s Monterey Park	在某种程度上，地理的集中遵循一种历史模式：华裔美国人继续集中在西部和城市。仅加利福尼亚州就占有所有华裔美国人（110万）的40%。其次是纽约州和夏威夷州，分别占16%和6%。在斯州、新泽西州、马萨诸塞州、伊利诺伊州、华盛顿、佛罗里达州、马里兰州和宾夕法尼亚州，华裔人口也有显著增加。虽然华裔美国人分散在全国各地，但人口集中的趋势，尤其和外国出生的人对比，非常明显。二十世纪八十年代，加州蒙特利公园被彻底改造成美国第一个郊区唐人街（Arax 1987; Fong 1994），许多华人移民社区或族裔聚居区在城市郊区如雨后春笋般涌现。如表

into the nation's first suburban Chinatown in the 1980s (Arax 1987; Fong 1994), many Chinese immigrant communities or ethno-burbs have sprung up in suburban cities. As shown in Table 2.1, there are currently 11 U.S. cities with over 100,000 people in which Chinese Americans comprise over 20 percent of the city's population. All are in California, and all but San Francisco are suburban municipalities. Traditional gateway cities have also witnessed the formation of new ethnic enclaves outside old Chinatowns, referred to as "satellite Chinatowns." Flushing and Sunset Parks in New York City, and Richmond and Sunset districts in the City of San Francisco are just a few of the most obvious cases (Wong 1998; Zhou and Kim 2003).	2.1所示,目前美国有11个人口超过10万的城市, 其中华裔美国人占该城市人口的20%以上。所有城市都在加利福尼亚,除了旧金山,所有城市都是郊区城市。传统的门户城市也见证了旧唐人街之外的新的民族飞地形成,被称为“卫星唐人街”。纽约市的法拉盛公园和日落公园,及旧金山市的里士满区和日落区是其中最典型的例子(Wong 1998; Zhou & Kim 2003)。
Suburbanization and the formation of ethno-burbs suggest a pattern of ethnic succession quite distinct from the past. It appears that once satellite Chinatowns and ethno-burbs take form, in-migration of co-ethnic members accelerates. Some move in directly from abroad, while others move in from Chinatown as a step up the socioeconomic ladder. However, whether in Chinatown or the ethno-burbs, Chinese immigrants face similar language and cultural obstacles. More than half the Chinese immigrants do not speak English "very well." Even those who are proficient in English still encounter barriers because of unfamiliarity with the host society. Moreover, today's Chinese immigrants have come from diverse places of origins and cultures (including different dialects) and socioeconomic backgrounds. Earlier immigrants came predominantly from villages in just a few counties in southern Guangdong, China. They	郊区化和民族局的形成表明了一种与过去截然不同的民族继承模式。看来,一旦卫星唐人街和民族聚居区形成,同性恋成员的迁移就会加速。一些人直接从国外搬来,而另一些人则从唐人街搬来,作为社会经济阶梯的一步。然而,无论是在唐人街还是在民族聚居区,中国移民都面临着类似的语言和文化障碍。超过一半的中国移民英语说得“不太好”。即使是那些精通英语的人,也会因为不熟悉东道国社会而遇到障碍。此外,今天的中国移民来自不同的起源地、文化(包括不同方言)和社会经济背景。早期的移民主要来自中国广东省南部少数几个县的村庄。他们与各自的家庭和地区协会有着密切的联系,一旦他们抵达美国,就会得到这些自愿协会

were closely connected to their respective family and district associations, and they received assistance and protection from these voluntary associations once they arrived in the United States (Wong 1977; Zhou and Kim 2001).	的援助和保护 (Wong 1977; Zhou & Kim 2001)。
As they strive to settle in their new homeland, many recent Chinese immigrants, including the upwardly mobile, find themselves in a paradoxical situation: they have voluntarily left their old homeland but remained emotionally attached to it; they aspire to become a part of their new homeland but are often blocked by language and cultural barriers.	当他们努力在新家园定居时，许多中国新移民，包括向上流动的人，发现自己处于一种矛盾的境地：他们自愿离开故土，但在感情上仍依恋它；他们渴望成为新家园的一部分，但经常受到语言和文化的阻碍。
They need institutional support to help ease adjustment difficulties. However, existing ethnic institutions, such as family or district associations, are insufficient to meet the demands of immigrants who have come from diverse places of origins and socioeconomic backgrounds, and have settled in places not as closely knit as old Chinatowns. Chinese language media thus develop among the numerous new ethnic institutions to serve that need, providing an important tool in helping new immigrants adapt to life in a foreign land.	他们需要制度上的支持以缓解适应困难。然而，现有的民族机构，如家庭或地区协会，不足以满足不同来源地和社会经济背景的移民的需求，这些移民定居的地方并不如旧唐人街那样紧密。因此，在众多的新民族机构中，华语媒体应运而生，为这些需求提供服务，成为帮助新移民适应外国生活的重要工具。
Diversification and Globalization of The Ethnic Enclave Economy	族裔飞地经济的多样化和全球化
Economic development in the Chinese immigrant community is another driving force for the burgeoning Chinese language media. During the era of Chinese Exclusion, the immigrant community was spatially isolated in Chinatowns. The ethnic economy that developed from those Chinatowns was oriented to sojourning and was confined to either ethnically	中国移民社区的经济发展是华语媒体蓬勃发展的另一驱动力。在排华时期，移民社区在唐人街是被孤立的。从唐人街发展起来的族裔经济，以旅居为导向，要么局限于特定的民族领域，如餐馆，要么局限于对本地工人没有吸引力的低技能和劳

specific niches, such as restaurants, or low-skilled, labor-intensive niches unattractive to native workers (Zhou 1992). Even after the repeal of the Chinese Exclusion Act during World War II and for the following two decades, Chinatown economies remained small in scale and limited in variety, as the immigrant population aged with little replenishment, and the second generation gradually moved away.	动密集型领域(Zhou 1992)。即使在二战期间《排华法案》被废除后,接下来的二十年,唐人街的经济规模仍然很小,种类也很有限,因为移民人口逐渐老龄化,补充不足,第二代人逐渐离开。
Traditional ethnic economies could not afford to support ethnic media, nor did they have much need for them. Advertising was an uncommon practice in old Chinatowns as businesses were closely intertwined with networks of co-ethnic members and their social organizations. Information about goods and services and business or employment opportunities was channeled primarily through word of mouth and face-to-face interaction. For example, the owner of a popular restaurant was likely to be the head of a family association and was inclined to hire his own relatives and friends, who in turn spread the word about his restaurant. A laundry worker was likely to shop at the same place as his neighbors, who could share shopping tips and exchange information about the pricing and quality of goods and services in the neighborhood. As a result, business owners and workers could meet their respective needs without having to step outside Chinatown.	传统的民族经济负担不起民族媒体,也没有太多的需求。在老唐人街,广告是一种罕见的做法,因为企业与同性恋成员及其社会组织的网络紧密交织在一起。有关商品、服务、商业或就业机会的信息主要通过口口相传和面对面的互动传播。例如,一家受欢迎的餐馆的老板很可能是一个家庭协会的负责人,他倾向于雇佣自己的亲戚和朋友,而这些亲戚和朋友反过来传播关于餐馆的消息。洗衣工可能会和他的邻居在同一个地方购物,他们分享购物技巧,并交换有关附近商品和服务的价格和质量的信息。因此,企业主和工人无需走出唐人街就能满足各自的需求。
Since the 1970s, there has been unprecedented Chinese immigration, accompanied by a tremendous influx of human and financial capital, which has set off a new stage of ethnic economic development (Fong 1994; Lin 1998; Zhou 1992). The U.S. census shows that from 1977 to 1987, the number of Chinese-	二十世纪七十年代以来,中国出现了前所未有的移民潮,随之而来的是人力资本和金融资本的大量涌入,开启了族裔经济发展的新阶段(Fong 1994; Lin 1998; Zhou 1992)。美国人口普查显示,从1977

owned firms grew by 286 percent, compared to 238 percent for all Asian-owned firms, 93 percent for black-owned firms, and 93 percent for Hispanic-owned firms. From 1987 to 1997, the number of Chinese-owned businesses continued to grow at a rate of 180 percent (from less than 90,000 to 252,577). As of 1997, there was approximately one Chinese-owned firm for every nine Chinese Americans, compared to only one Hispanic-owned firm for every 29 Hispanics and one black-owned firm for every 42 blacks. Chinese-owned business enterprises made up 9 percent of the total minority-owned business enterprises nationwide, but held 19 percent of the total gross receipts (U.S. Bureau of the Census 1991, 1996, 2001).	年到1987年，中国人拥有的公司数量增长了286%，相比之下，亚洲人拥有的公司数量增长了238%，黑人和西班牙人拥有的公司数量分别增长了93%。从1987年到1997年，华人族裔企业的数量以180%的速度增长（从不到90000家增加到252577家）。截至1997年，大约每9名华裔美国人就有一家中国公司，相比之下，每29名西班牙裔美国人中只有一家西班牙公司，每42名黑人中只有一个黑人公司。中国拥有的企业虽只占全国少数民族企业总数的9%，但却占总收入的19%（美国人口普查局 1991、1996、2001）。
Most impressive has been the increase in the scale and variety of ethnic businesses in Chinatowns and Chinese ethno-burbs, a phenomenon also referred to as “the <u>enclave economy</u>.” The enclave economy is a sociological concept that differs from the ethnic economy, in that it connotes a spatial dimension, based on the geographic concentration of ethnic businesses and co-ethnic populations, and a social dimension, embedded in and with profound impact on the social structures of an ethnic community (see Portes and Bach 1985; Zhou 2002). Some ethnic businesses have become incorporated into the mainstream economy, such as Computer Associates International in Long Island, New York, and Kingston Technology and Sybase in Silicon Valley, California. These ethnic businesses rely on neither a distinctive ethnic labor market nor a co-ethnic consumer market, and thus have relatively little tangible impact on the	最令人印象深刻的是唐人街和华人聚居地的民族企业规模和种类的增加，这种现象也被称为“<u>飞地经济</u>”。飞地经济是一个不同于族裔经济的社会学概念，因为它意味着一个基于族裔企业和民族人口地理集中的空间维度，以及一个根植于民族社区社会结构并对其产生深远影响的社会维度（Portes & Bach 1985; Zhou 2002）。一些族裔企业已融入主流经济，如，纽约长岛的国际计算机联合公司，加利福尼亚州硅谷的金士顿科技公司和赛贝斯公司。这些企业既不依赖于独特的民族劳动力市场，也不依赖于同民族的消费市场，因此对整个移民社区的实际影响相对较小，被誉为成功的典范。相比之下，飞地经济几乎完全依赖于民族资本、劳动力和消费市

immigrant community as a whole, except for being celebrated as models of success. The enclave economy, in contrast, depends almost entirely on ethnic capital, labor, and consumer markets, and serves as an anchor, or identity marker, for the immigrant community (Zhou 1992). The enclave economy contains certain features of the primary sector of the mainstream economy and provides opportunities for upward mobility, such as self-employment. Nonetheless, it does remain marginal to the mainstream economy as it operates largely within a culturally and linguistically distinct environment. Even though many new ethnic businesses have expanded beyond the geographic boundaries of ethnic enclaves to tap into the mainstream consumer market, they still tend to concentrate in metropolitan areas with a visible density of co-ethnic consumers and businesses and to maintain close ties to the ethnic community.	场，成为移民社区的支柱或身份标志（Zhou 1992）。飞地经济包含主流经济初级部门的某些特征，并提供了向上流动的机会，如自营职业。尽管如此，它在主流经济中仍处于边缘地位，因为它主要在一个文化和语言截然不同的环境中运作。尽管许多新的族裔企业已经扩展到民族聚居地的地理边界之外，进入了主流消费市场，但它们仍然倾向于集中在具有明显的同族消费者的大都市地区，并与民族社区保持密切联系。
Compared to the traditional Chinatown economy, the new ethnic enclave economy is much more diverse. In the past, most ethnic enterprises were restricted to retail and service sectors. Today, high-tech and durable goods manufacturing, communications, wholesale trade, FIRE (finance, insurance, and real estate), and professional services are among the fastest-growing industries in the Chinese immigrant community. These ethnic enterprises may be further diversified into various specialties. We use the medical profession as an example. In New York City, the Chinese business directory listed only 12 doctors' offices in 1958, 30 in 1973, and 300 in 1988. Among those 300 doctors,	与传统的唐人街经济相比，新的种族飞地经济更加多样化。过去，大多数族裔企业仅限于零售和服务业。如今，高科技和耐用品制造、通信、批发、（金融、保险和房地产）和专业服务业成为中国移民群体中增长最快的行业之一。这些企业可能会进一步多元化，发展各种专业。以医疗行业为例。在纽约市，中国商业目录在1958年只列出了12家医生诊所，1973年有30家，到1988年就有300家。这300名医生中有各种各样的职业，如，内科医生、儿科医生、产科医生、妇科医生、牙医、验

there was a wide range of specialties, from internists, pediatricians, obstetricians, and gynecologists to dentists, optometrists, orthopedists, cosmetic surgeons, acupuncturists, and chiropractors (Zhou 1992). In 2000, the number of doctors listed in New York City's Chinese business directory more than doubled that of 1988. The 2002 Chinese Consumer Yellow Pages in Los Angeles is 3 inches thick (2,500 pages), and the listing for various herbalists and doctors of Chinese and Western medicine with various specialties takes 409 pages. New ethnic businesses are also much larger in size and scale than traditional ones. In the restaurant business, for example, traditional family-run restaurants are supplemented by trendy corporate-managed restaurants equipped with banquet halls, private dining rooms, karaoke and other entertainment facilities, and seating capacities for 500 or more.	光师、骨科医生、整形医生、针灸师和脊椎按摩师 (Zhou 1992)。2000年, 纽约市华人族裔企业名录上的医生人数是1988年的两倍多。2002年洛杉矶的《中国消费者黄页》厚3英寸 (2500页), 各种专科的中医、中西医医生的名单就长达409页。新的族裔企业在规模和范围上也比传统企业大得多。例如, 在餐饮业, 传统的家庭经营餐厅辅以时尚的企业管理餐厅, 这些餐馆配备有宴会厅、私人餐厅、卡拉ok和其他娱乐设施, 可容纳500人甚至更多。
To a great extent, the survival and growth of the enclave economy depend heavily on ethnic resources—foreign capital, pooled family savings, ethnic labor force, ethnic consumers, and transnational markets. To compete for a greater share of the ethnic consumer market, ethnic businesses can no longer depend on word of mouth or face-to-face interaction to facilitate information flow. They must find new ways to communicate with potential consumers who are diverse in dialect, origin, socioeconomic status and settlement patterns, but who share similar tastes and needs for goods and services that the larger economy cannot adequately provide. As a result, Chinese language media have emerged in the immigrant community, not simply as a service to ethnic	飞地经济的生存和发展很大程度上依赖于民族资源、外国资本、家庭储蓄、民族劳动力、民族消费者和跨国市场。为了在民族消费市场上争夺更大份额, 族裔企业不再依赖口口相传或面对面的互动来促进信息流动。他们必须找到新的方式与潜在消费者沟通, 这些消费者有着不同的方言、出身、社会经济地位和居住模式, 但他们对商品和服务有相似的品味和需求, 而大经济体已无法充分提供这些商品和服务。因此, 移民社区出现的华语媒体, 不仅为族裔企业提供营销和广告服务, 也是一种新型的族裔企业。

businesses for marketing and advertising, but also as a new type of ethnic business.	
A Descriptive Profile of Chinese Language Media in The United States	美国华语媒体概况
Chinese language media in the United States are composed of publications, television, radio, and mostly recently online publications and broadcasting. Publications dominate the ethnic media. According to an incomplete count (Kang & Lee Advertising 1998), there are three major dailies that have a substantial U.S./Canada circulation. Chinese Daily News, which is affiliated with the United Daily Group based in Taiwan, is by far the largest and most influential Chinese language daily in the United States in particular and the global Chinese community in general. Since its debut in New York in 1976, Chinese Daily News has become an independent daily with three headquarters—New York, Los Angeles, and San Francisco—and multiple branch offices in major cities in the United States, Canada, Europe, and Latin America, and a U.S. circulation of 298,500. The second largest newspaper is the North American edition of Sing Tao Daily, a subsidiary of the Hong Kong based Sing Tao Newspaper Group. Sing Tao Daily established its branch offices in San Francisco in the early 1960s, Los Angeles and New York in the 1980s, and Boston, Chicago, and Philadelphia in the 1990s with a U.S. circulation of 181,000. The third largest newspaper is China Press, which was established in 1990 in New York as an independent paper but maintains close contact with the official media machine in mainland China. China Press has a	美国华语媒体包括出版物、电视、广播，及最近的网络出版物和广播。出版物在民族媒体中占主导地位。据不完全统计（Kang & Lee Advertising 1998），有三种主要的日报在美国/加拿大占据相当大的发行量。《中国日报》隶属于总部位于台湾的联合日报集团，是迄今为止美国乃至全球华人社区最大、最有影响力的中文日报。自1976年在纽约创刊以来，《中国日报》已成为一家独立的日报，在纽约、洛杉矶和旧金山设有三个总部，在美国、加拿大、欧洲和拉丁美洲的主要城市设有多个分社，在美国的发行量为29.85万份。第二大报纸是位于香港的星岛报业集团旗下的北美版星岛日报。《星岛日报》于20世纪60年代初在旧金山、20世纪80年代在洛杉矶和纽约、20世纪90年代在波士顿、芝加哥和费城设立分社，在美国的发行量为18.10万份。第三大报纸《中国新闻报》，该报于1990年在纽约成立，是一家独立的报纸，但与中国大陆的官方媒体保持着密切联系。中国出版社在美国的发行量为12万份。

U.S. circulation of 120,000. In cities where the “big three” dailies are headquartered or have branch offices, there also coexist numerous Chinese language dailies and weeklies with regional or national circulation ranging from 15,500 to 90,000. In addition, many local community newspapers and magazines have also appeared in the same cities, especially since the 1990s. Community papers, mostly owned by immigrant entrepreneurs, are published weekly or bi-weekly and have a circulation typically between 5,000 and 10,000 copies. Most of these community papers are distributed at no cost through Chinese-owned businesses (e.g., Chinese supermarkets, travel agencies, bookstores, and restaurants) but some charge customers a nominal fee. Most of the community papers and magazines are established in suburbs rather than in inner cities. In Los Angeles, for example, there are at least two dailies and six weeklies printed and circulated locally. All are headquartered in the Chinese immigrant community in LA’s eastern suburbs. In Washington D.C., there are at least six local weeklies, and all are registered in Rockville, Maryland, a suburban community with an increasingly visible Chinese immigrant population.	“三大”日报总部或分支机构所在的城市，还并存着众多中文日报和周刊，其地区或全国发行量从1.55万份到9万份不等。此外，许多地方社区报纸和杂志在同一城市，特别是二十世纪九十年代以来。社区报纸大多由移民企业家所有，每周或每两周出版一次，发行量通常在5000份至10000份之间。这些社区报纸大多数通过华人族裔企业(中国超市、旅行社、书店和餐馆)免费发行，但也有一些向顾客收取象征性费用的报刊。大多数社区报纸和杂志都在郊区，而不在市中心创办。例如，在洛杉矶，至少有两份日报和六份周刊在当地印刷和发行。所有公司的总部都设在洛杉矶东郊的中国移民社区。在华盛顿特区，至少有六家当地周刊，均在马里兰州的洛克维尔注册，这个郊区社区的中国移民日益增多。
Chinese language television is relatively new, but has developed rapidly since the mid-1980s. According to Kang & Lee Advertising (1998) and our own survey, there are three major Chinese television networks—Asian American Television (AATV), Chinese Television Network (CTN), and North American Television (NATV). These national networks broadcast in both Cantonese and Mandarin	中文电视相对较新，自二十世纪八十年代中期以来发展迅速。据Kang 和 Lee Advertising (1998) 及我们的调查，中国三大电视网——亚美电视网、中国电视网和北美电视网。这些全国性电视网每周7天、每天24小时通过卫星或城市的本地有线电视系统，以粤语和普通话进行广播，每天

24 hours a day, seven days a week via satellite, or through local cable systems in major cities for two to 15 hours per day. Chinese TV programming features headline news from China, Hong Kong, and Taiwan and breaking news in the United States and in the world, along with a wide variety of special reports and entertainment Chinese language media 27

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programs, including variety shows, popular or classic Chinese movies, Cantonese operas, and children's shows. Locally produced programs include U.S. and American Chinese community news, commentaries, and special forums on topics ranging from current affairs, local politics, education, to real estate and finance. AATV claims to reach about 87,000 households in Los Angeles via two local cable channels, usually three to six hours a day, Monday through Saturday, and as many as 100,000 more viewers via satellite dishes. Like AATV, CTN's major market is in Los Angeles and has a viewership of about 280,000 households via local cable channels, and another 285,000 via satellite dishes for its 24-hour programming. NATV, also headquartered in Los Angeles, claims to be the largest Chinese language TV network in the U.S. and to reach an estimated viewership of about 860,000 on the West Coast and in New York. In addition, there are at least 12 Chinese local TV stations, and the number is growing in cities with sizeable Chinese immigrant populations. These local stations air programs supplied by national and regional TV networks in China, Hong Kong, and Taiwan, and feed their programming to local cable systems with broadcast time varying from 30 minutes

2至15小时。中国电视节目以中国、香港和台湾的头条新闻、美国和世界各地的突发新闻、特别报道和娱乐节目为特色，包括综艺、经典电影、粤剧和儿童节目。地方节目包括美国和美国华人社区新闻、评论和专题论坛，主题有时事、政治、教育、房地产和金融。亚美电视网声称通过两个当地有线频道，周一至周六，每天3到6小时，可覆盖洛杉矶约87,000户家庭，而通过卫星天线可接触到多达100,000多名观众。与亚美电视网一样，中国电视网的主要市场也在洛杉矶，通过当地有线电视频道，约有28万户家庭收看，还有28.5万户家庭通过卫星电视接收24小时电视节目。同样，总部设在洛杉矶的北美电视网声称自己是美国最大的中文电视网，在西海岸和纽约拥有约86万观众。此外，中国至少有12家地方电视台，位于中国移民人口众多的城市，而且这一数字还在增长。这些地方电视台播放由中国、香港和台湾的国家和地区电视网提供的节目，并将节目传送给地方有线电视系统，每天的播放时间从30分钟到8小时不等。除了成立于1976年、总部位于旧金山的中国电视公司之外，大多数中文电视台都是在二十世纪八十年代中后期和九十年代开始播出的，而且大多数电视台都服务于西海岸，这反映了近年来中国移民浪潮的不断增加及其地理集中度。在洛杉矶、纽约、旧金山、休斯顿和

daily to eight hours daily. Except for the San Francisco-based Chinese Television Company, which was established in 1976, most of the Chinese language television stations started broadcasting in the mid- to late 1980s and the 1990s, and most serve the West Coast, reflecting the increasing waves of recent Chinese immigration and its geographic concentration. In major cities, such as Los Angeles, New York, San Francisco, Houston, and Chicago, these local Chinese TV stations claim a viewership as large as 100,000 or more.	芝加哥等主要城市，这些中国本土电视台声称观众人数高达10万甚至更多。
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注：文中划线部分为报告正文中所选取的译例。