



Paratextual Elements in Archaeology News Translation Within the Multimodal Framework: A Case Study on Sanxingdui Ruins in Xinhua News Agency

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Abstract

Archaeology is usually arcane and vapid for ordinary people, not to mention the archaeology translation. Most of these translation studies focus on the specific terms and contents of texts, which are the basic aspects of publicizing archaeological culture, but diverse text forms and multimodality can be also taken into consideration. Paratext, one part of its text, mediates the text and readers by presenting some verbal and non-verbal expressions of writers, translators, publishers and even countries to deliver much information and provide a more academic atmosphere. Multimodality, as an exchanging channel and intermediary, is a semiotic system combing photos, languages, videos and so on. From the perspective of Multimodality, Sanxingdui Ruins' translation in Xinhua News Agency attracted many people's attention across the world for its paratextual elements. Nowadays, we are entering into a fast-speed and changeable era, switching short videos, reading some short news and browsing brief information are the optimized options for the public to know global changes and current affairs. Thus, Sanxingdui Ruins' news in Xinhua News Agency makes most use of this method to exchange Chinese archaeology's development and culture, with the sound and strong reaction. Since the proposal of "going global" strategy, China is devoted to disseminating its traditional and valuable cultures to shape a great image and build a national discourse system. Then, as for the archaeological community, the example of paratext under multimodality provides a new pattern to translate the ancient but dull materials. What's more, as for the international community, within multimodality framework, ongoing multi-polarity is backed firmly by paratextual news to

knot the cultural ties with all the countries. Especially in the post-pandemic era with the rising uncertainties and instabilities, we should take a look at archaeology translation and its paratext to enhance multilateral archaeology diplomatic connection, so as to promote cultural diversity and even to drive the development of globalization.

Key words: Paratext; Archaeology translation; Multimodality; News; Cultural diversity

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INTRODUCTION

Sanxingdui Ruins are situated at the southern bank of Yazi River on Guanghan city in Sichuan province, which has over 3000 years' history. It was the largest archaeology discovery in the 20th century, demonstrating the source of Yangtze civilization. Then, with tireless efforts, Chinese relevant professionals and majors found and unearthed 6 burial sites with more than 500 essential antiques on March 20th 2021. Six months later, important staged achievement was in the progress of the rediscovering from 3rd and 4th burials. Since then, Sanxingdui Ruins and Jinsha site museum jointly have been applied for the World Cultural Heritage designation. For that, China takes such archaeology publication into consideration and the news is a sound mean to improve their popularity and board cultural history. However, how to make Sanxingdui Ruins alive become a primer problem. Thus, the writer has found some photos, videos, posters and other such paratextual elements are on the news not only focusing on the metatext to attract foreigners' attention. Multimodal analysis derived from systematical-functional linguistics,

it was proposed by Kress and Leeuwen firstly in 1996 and they believed that multimodality is the combination of various symbolic systems. Above all paratexts, there are more than two modalities such as sounds, notes, pictures, actions and so on. Therefore, within the multimodal framework, Sanxingdui Ruins' publication is not only by the rapid words but also on other modal paratexts. This paper chooses the news translation from Xinhua News, the second largest news client of China to report something new, political and even cultural towards the world to show how Sanxingdui Ruins to be alive both inside and outside by the paratextual elements within the multimodal framework. There are 59 searched items and various kinds of categories related to Sanxingdui. Then, it will be qualitatively analyzed into the cause and effects of paratextual elements and multimodality, also be quantitatively analyzed into the habits to translate its news to be a sample of archaeology news translation. Finally, within the multimodal framework, these paratextual elements will spark more interests and enlighten other scholars to publicized the thousand-year-culture in China to other English countries to show our cultural confidence and intention, integrating into the cultural diversity.

1. LITERATURE REVIEWS

As regards the term of archaeology translation, there are only 18 existing Chinese studies indexed in CNKI. In 2009, Huangmin Wu, who is from the first batch of the representatives, focuses on Hanyangling Museum in Xi'an (Wu, 2009), a city with more than 2000 years and discusses its artifacts terminology especially. Then, in 2011, she considered and researched archaeology translation again. *Archeological Report on the Western Han Tombs in Jingsiercu of the Southern Suburb, Xi'an* became her paper's object-based on Eugene Nida's framework of "functional equivalence" (Wu, 2011). Later, in 2019, Xiuying Lu and Min Liu cooperated a brilliant and innovative essay on the methods to translate agricultural archaeology terminology, and finally, it can improve the quality of agricultural exchanges across the various cultures. When it comes to English studies, there are only several scholars paying their attention to this field. R. Raine put his idea "'Translation archaeology' in practice: researching the history of Buddhist translation in Tibet" on *Meta* (Raine, 2014) in 2014, recording the translation of the Indian Buddhist canon into Tibetan. Also, H. Weiss and C. Weiss studied metaphor translation in archaeology in 2021. This gap prompts me to from a new perspective to view on this field.

Then, as for paratext, a concept, derived from Genette, a famous narrative and literary French theorist in his book *Paratexts Thresholds of Interpretation* (Genette, 1997b), and its main aim is mediating the text and the accepters by it rather than metatext. After the 20th century, an increasing

number of scholars found the more interesting and creative paratext and continue to apply it in translation studies. The first one to combine them is Urpo Kovala, a Finland scholar, in his paper "Translation, Paratextual Mediation and Ideological Closure" on *Target* (Kovala, 1996) in 1996. He tried to use this concept to study the Finnish translation in English and American literature. Recently, in 2012, Peter Lang published a book, which deeply discusses the peritext and epitext. The most typical representative is Kathryn Batchelor, who published a famous book *Translation and Paratexts* (Batchelor, 2018) in 2018, cited a lot of relevant cases and thought critically to explain the methodology and focused on the study process and backdrops. Again, we may more finely understand the definition of paratext, including peitext and epitext. Thus, as regards news, a publishing way about state affairs and cultural knowledge, there are paratextual elements under multimodal means rather than just focusing on the text.

What's more, when we talk about multimodality, it is certain to remind us of audiovisual translation. It embraces three ways and also derives many interdisciplinary approaches. How does it integrate with translation into the innovative research? The first one mentioning to semiotic is Jakobson, who proposed three types of translation. Besides AVT, advertising, interpreting, game, comics, website translation and picture-book have an increasingly close tie with it. "A multimodal study of paratexts in bilingual picture books of Mulan" was studied by Chen in the book of *Multimodal Approaches to Chinese-English Translation and Interpreting* (Zhang & Feng, 2020).

Above all, these paratextual elements within the multimodality promote a suitable way to view on the news translation, which gives an impetus to revive Sanxingdui Ruins and even other archaeology.

2. SANXINGDUI RUINS' MULTIMODALITY

Resurging the Sanxingdui Ruins means the vivid showing of the relics for the audience at home and abroad. In the post-pandemic era, China has taken the lead to overcome COVID-19 pandemic and resume life and work. Besides, it has made a breakthrough in archaeology field across the world, helping shed light on the cultural origin of the Chinese nation. At that time, Xinhua News Agency translated and issued 24 news, almost one new within one hour. As one head of the Chinese central news website, frequent publication of those major discoveries is the epitome of the highlights of China. Through the paratextual elements in the relevant news, the Ruins revives, and catches most readers' eyes within the multimodality. Then, the writer will introduce the reason to choose the news from Xinhua News Agency and classify paratextual elements into various modalities.

2.1 Xinhua News Agency

Searching from the Click-Through Rate (CTR) in 2021, it is shown by the Xinhua News Agency possesses fans of

over 10 million. Also, CTR, determined by total measured clicks and total measured Ad Impressions, demonstrates vividly that this agency has been searched and clicked reaching the three top media in 2021, solid evidence for the communicative power in China. How about it in the rest countries of the world? In January 2018, the client of Xinhua News came out online formally, which is the earliest news platform in China to explore intelligent external communication. In August 2019, Xinhua News Agency tried to open lines for English Internet. By the end of May 2020, this special line releases the amount over 120 per day, 15 times up by the aboard media adaptation. (Siyi Ni, 2020) At present, the download times have exceeded 4 million with more than 80% overseas subscribers. (Jianhua, Zhang, 2021). That's all can be witnessed and revealed the commitment from the Chinese central government and popularity in the western countries. In order to categorize the news about Sanxingdui Ruins into different modalities. Firstly, the writer will sort out the column of the total 59 results from the English website.

Columns	Numbers
Xinhua Headlines	5
Xinhua GLOBALink	18
China Focus	3
Interview	5
Update	2
Backgrounder	2
In pics	1
Feature	1
Across China	1
Poster	3
Others	18

From all news, there are 18 news can be categorized in which Xinhua GLOBALink discusses the most content about the Ruins, then 5 interviews are recorded as the words, videos and other. Xinhua Headlines is the third one and China Focus and Poster are the fourth. Update and Backgrounder only have 2 news respectively. 1 news is home to In pics, Feature and Across China respectively. Then, other 18 news regardless of the column will be divided into the following:

Columns	Numbers
New finds	2
New discoveries	1
China announces	3
China's Sichuan	1
Over 1000 relics	2
UNESCO	2
China's CRRC	1
People visiting	2
Exhibition	1
Glimpse	1
Sanxingdui Ruins-themed event	1
Ivory relics	1

Some of them share the same titles with those in specials, but they may differ in covers, contents, or editors. New finds become the most cited items to describe the unearthed and discovery news. More relevant keywords such as UNESCO, CRRC, Exhibition and so on, appear in the titles and contents to bring a breath of fresh air to attract English readers' attention and demonstrate the milestone in Chinese archaeological history.

2.2 Paratextual Element Categories Within Multimodality

Paratext comprises those liminal devices and conventions, both within the book and outside it, which are called peritext and epitext to mediate the book and the readers. Peritext refers to the titles and subtitles, pseudonyms, forewords, dedications, epigraphs, prefaces, intertitles, notes, epilogues and afterwords. The latter one, Epitext, means authorial correspondence, oral confidences, diaries and so on. (Genette, 1997: xviii). News discourse is a system combing the metatext and paratext including title, photos, graphs, prefaces, afterwords, metatext, introduction and so on, to be more direct, attractive, efficient and appealing in public opinion. According to the 59 news about Sanxingdui Ruins, it will mainly discuss the peritext to be classified into two modalities, vision and audition. Multimodality is the use of several semiotic modes in the design of a semiotic product or event, together with the particular way in which these modes are combined. (Kress, van Leeuwen, 2001:20) Through these two modalities, 59 news will be further categorized into pictures, sounds, colors, language, and technologies as follows.

There are only 30 news only producing the language for readers. Other 77 news contains 123 pictures, including 3 posters. The most representatives are the new discoveries, comprising golden masks, bronze figures, bronze wares and so on, the scene of backgrounder, museums and interviews. As for the words, emphasized lines are bold to focus those contents and the notes for pictures are blue in the small size to provide cultural background and knowledge. Concerning colors, almost photos are based on the black backdrop, many new discoveries focus on the golden, bronze and earthy color, and archeologists wear the white protective suits. Then, when it comes to sounds, 14 news in the column of GLOBALink share videos directly to readers. Hearing from them, the background music is all delighting and refreshing interspersed with interviews and presentations' voices both in Chinese and English to show the clear and organized statement about Sanxingdui Ruins. However, solemn and magnificent music appears and circulates when it walked into the museums to show their mystery and majesty. Then, it is obvious that new media has been introduced and applied into those archaeological reports and the traditional media has been updated and integrated with the new ones to improve the quality and

attraction across the world. By the general analysis of the paratextual elements within the multimodal framework, the next chapter will have detail in analyzing the relevant news from the perspective of multimodal discourse to explore more innovative and enlightened methods to publish Chinese archaeology.

3. CASE ANALYSIS

Entering the new media age. It is necessary for a news agency to update and improve their ways to report related archaeology texts such as those paratextual elements mentioned before. Littau proposed medial turn (2011:261-81), formally promoting multimodal semiotics into the major contents of translation studies. Then, in 2016, Gentzler suggested that rewriting, adaptation and other activities all belong to translation and discussed the productions and significance of various rewriting, derivation and extension discourses in the terms of films, theatres, novels and so on in his book *Translation and Rewriting in the Age of Post-translation*. Gradually, multimodality has turned from the media field into translation studies and plays an important role not only in the traditional audiovisual translation but in news translation. In order to clear out the reasons and effects of those paratexts in 59 Sanxingdui Ruins news under the framework of multimodality, the first step is to sort out the paratextual elements that we have done in the last chapter and then the basic and characteristic examples will be picked up to analyze their unavoidable reasons and effects, in which narrates the meaningful stories for the mass audience and forms one part in the context. Each paratext within the multimodal framework is not the single part but the complimentary one to integrate and interact with each other. A large number of videos including interviews and visiting demonstrates the performativity to combine the rewriting, gestures, audio and language into translation. Posters stand out and the lighting changes are eye-catching, which are all the visual expression to appeal and attract people's attention. Also, the voice quality, tempo, speed and so on will influence audience feeling and perception. Last but not at least, the word in the news turns to be bold and word annotations are used to depict more details about the pictures to call attention to the highlights and share the more cultural background for those who are confused about the pictures. Generally speaking, different modality leverages various functions in the whole news, comprising of explanation, commentation, extension and so on to reframe Sanxingdui Ruins and reorder the sequence from the reader to the translator rather than from the translator to the reader. This paper is based on the systematic-functional grammar and further analyzed by the discourse within the multimodality proposed by Delu Zhan, which an overall theoretical framework is displaying five systems compounding cultural context, meaning system, lexical and grammar

system, medial system and entity system. It will focus on cultural context, meaning system and media system to instantiate the news production and results.

3.1 Cultural Context

According to systematic-functional grammar, context refers to cultural context and situation context. (Halliday 1973, 1978) Social system and ideology both inside and outside promote the meaning potential (Kress & van Leeuwen 2001:28), the general semiotic system, in order to form the social behavior. Halliday and Hasan published a book *Language, Text and Context: Aspects of language in a Social Semiotic Perspective* (Halliday, 1985) in 1985, which suggests that the social system is synonymous with culture. In 2007, Halliday regards the situational context as an example of cultural context to produce the discourse, including three variants: discourse field, tenor and mode.

3.1.1 Discourse Field

Firstly, the discourse field means activities and actions at that time. Thus, what happens and engages introducing the main background, subject and object to the topic, Sanxingdui Ruins. An outbreak pandemic hit China and the rest of the world seriously in 2020. Since then, all over the world has slowed into the chaotic and disturbing tempo to battle against COVID-19. After a long-time resumption, both in working and lifestyle, approved by the National Cultural Heritage Administration, the Sichuan Provincial Cultural Relics and Archaeology Research Institute with a number of institutions, in the Sichuan province jointly launched scientific excavations of the sacrifice area, the archaeological work in September 2020, which is of great significance for the protection and inheritance of the ancient Shu civilization and the construction of the Bashu Cultural Tourism Corridor. More than half of a year later, the discoveries have been unearthed that are announced by Chinese archaeologists on 20 March. Archaeologists have found six new sacrificial pits and unearthed more than 500 items dating back about 3,000 years at the Sanxingdui Ruins in Sichuan Province. The earliest news at that time focused on the freshness and exclusivity to share the latest information by the language and the on-site photos. However, GLOBALink updates the related information that China announces new major discoveries at Sanxingdui Ruins by a video. In 6 seconds, a large scene photographed by the drone showing Sanxingdui Ruins and surrounding designs with a short intro. Then, a special introduction is gradually flowing by the on-site sound and recording, and then the interview with Ran Honglin in detail. From him, more precise information about golden mask weighing 280 grams and bronze wares in pit 3. After that, the significance of the new discoveries is to shed light on the notions below each picture frame by frame and deep understanding of the desire for prosperity and pace of Shu civilization. Starting from 1 minute and 5 seconds. Finally, backing at the history of

Sanxingdui Museum to improve thorough thinking about the unearthed effects. Eloquent explanation with the fleshing music provides the soft and comfortable feelings and ends at the Xinhua News logo to show the ideology and authority. That's a subtle part of the discourse field to offer the main background of the news. On the same day, the same title that China announces new major discoveries at Sanxingdui Ruins at 2 p. m shared 10 pictures, which are almost taken before 20 March. It is worth mentioning that the first picture shows the ivory carving buried by soil. Maybe the unclear and broken relic is valuable, the bellowing 8 lines annotations are put on to introduce the major discovery helping shed light on the cultural origins of the Chinese nation. The same way of annotations appears bellowing many pictures to explain the real actions, situations, roles and dates behind those. Those annotations are always in a smaller size than the metatext with the blue color, emphasizing the pictures' meaning. It is notable that the discourse field is the firm base of the whole meaning potential to know what happens and is engaged.

3.1.2 Discourse Tenor

Secondly, discourse tenor refers to the relationship between translator and subject. Sanxingdui Ruins' news was translated to make sense and make it alive for the English mass audience. Online life becomes one of the indispensable parts, such as switching short clips, sharing moments on Ins, Weibo and other social media, as well as watching films, TV shows and so on. Of course, during the lockdown and quarantine time, digital news is access to the worldwide latest events. Thus, translators and editors intend to survive the heritage, comprising background and relics, which considers people's acceptability (Touy, 1995: 50). An idea was proposed by Ling Li, a Chinese famous archaeologist, which shows that archaeology has no border on the nations suited for the common concept "a Community of Shared Future for Mankind". There are several instances in terms of titles, headlines and annotations. 9 September 2021, more than 500 pieces of relics have been discovered in recent months at the Sanxingdui Ruins site. All the titles include "Sanxingdui Ruins" directing at the mass audience and demonstrating the willingness to communicate. Regarding headlines, especially in three Posters, the relics, discovered at the six new sacrificial pits of the ruins, comprise golden masks, jade and ivory artifacts and bronze wares that were exquisitely built and uniquely shaped, said the Sichuan Provincial Cultural Heritage Administration. Pictures shock the audience vision and attract their attention to slide down to realize what the relics are liked and called. The color map bases on the bronze with the personal feeling on the scene and all the relics are formed as "S" to be well-arranged with a sound aesthetic sense. Also, the annotation of each relic is bold and bronze on the basis of gradient yellow suiting for the main color and the theme

to introduce the relevant discoveries and make them alive. No matter what the paratexts are, the translators and Xinhua News Agency make out the need for the English audience and translate under the multimodal framework to reframe living relics and even stories for them.

3.1.3 Discourse Mode

Then, the discourse mode should be taken into consideration, which refers to the functions in the context. At that time, paratextual elements leverage an important influence on functions of the discourse. Among the new finding news about the Sanxingdui Ruins site, various expressions for the same purpose in informing the astonishing scene and news for a world audience. A milestone for Chinese and global archaeology is not only promoted by the language but also shared by refreshing or splendid sounds, visual shocks, comfortable interviews and so on. For the function transferred by different modes, it is sure that each mode should be selected some samples to explain in detail. Visual mode, including pictures, screen and words. Pictures, for their static status, provide readers the closeness and directness with those relics. Almost pictures for relics are based on the black and gray background to emphasize and outline the texture, brightness and structure. Other pictures such as interviews and museum visiting scenes all enhance the close-up color to attract attention to the exhibition and interviewees. Also, a video, for the dynamic status, is demonstrated to compare the similarities between Sanxingdui and Mayan cultures. The total time lasted 2 minutes and 52 seconds. The first 17-second video divides the screen into two parts, which the Maya world is above, and the Sichuan Basin is to integrate at the beginning. Then, the different cultures in the same field, including Jungle Ruins and Ancient Relics, as well as modern technology and archaeological cooperation. Later video fragments are mainly questioned by 4 pieces and two specialized professionals' answers to make out more common points and connections between those two cultures. They are Li Xinwei, an archeologist at the Chinese Academy of Social Science and longtime researching the Mayan Hinterland, and Marco Antonio Santos, Director of Chichen Itza Archaeological Site and longtime researching Sanxingdui and Mayan Cultures to authorize the similarities at the similar lassitude. Last but not at least, the audition mode offers aural feelings to a mass audience. Sounds usually are inset in the videos. This paper divides them into two categories, light and dignified sounds with two examples. Some videos in the terms of relics introduction are only based on the majesty and dignified bgm to express the ancient greatness and the mysterious antiques and mark the great momentum on archaeology. Other videos to introduce relevant themes are often based on the light and refreshing bgm. Taking the CRRC unveiling as an example, the light and fast-paced tempo promote the mass audience to hear and watch closer to the train and history

of the ruins. Above all, visual and aural modes take readers to experience the real situations personally and fall into the ancient atmosphere. Finally, discourse modes play an essential role to refer and communicate with other archaeologists and even the ordinary.

3.2 Meaning System

Each semiotic system, the same as language, is the meaning potential, also called meaning resource or affordances (Kress & van Leeuwen 2001: 28). Within the multimodal framework, we should concentrate on the source of the semiotic system for the hardship to describe. Affordances is an item used by “ecological psychology” (Gibson 1977) to show the functions and utilization, a meaning potential in social semiotics. However, many meaning potentials in that system are limited in their coverage. Specific explication should be taken in the discourse to produce discourse meaning by meaning choice and mode division. Kress & van Leeuwen suggested that discourse, design, production and distribution are the four layers to analyze multimodally to make various discourse from them, what is called the instantiation and demonstrated the affordances more. They extended the three metafunctions of Halliday to other semiotic systems including vision, which are representation, interaction and composition (Kress & van Leeuwen, 2006). This chapter will focus on the three functions to discuss the news of Sanxingdui Ruins.

3.2.1 Representation

Representational meaning is corresponding with the ideational function of functional grammar, which refers to the communication and ideational relationship among the persons, location and events. It is further divided into the narrative and ideational representation. The Sanxingdui Ruins’ news in Xinhua News Agency represents the events by narrating to communicate with foreigners both at home and abroad. Now, there are several instances to frame the meaning in that news including action, response, speech and psychology. GLOBALink | A visit to the Sanxingdui excavation site transfers the excavated scene and background in a video dominated by a Xinhua correspondent. Then, researchers of Peking University introduced the new findings in pits in detail, such as the meters, researching process, specified relics, difficult points and so on, which aims at renewing our understanding about Sanxingdui civilization about 3000 years ago and Shu civilizations in Sichuan. From that video, we can easily realize the identities of correspondents and archeologists, the location of the excavation and what happened and have done at that time by two introductions and pictures on its video. Another news is Backgrounder: China’s Sanxingdui Ruins combining pictures, annotations and language to demonstrate the excavated cabins, archaeologists’ working and some new artifacts in that site. Language mainly talks about the history and significance of Sanxingdui Ruins at

a macro level, but three pictures put on the news show the detailed spectacle of new discoveries at the micro level. Also, the annotations followed by each photo present a brief description and specific date with the names of Xinhua’s photographers. Two examples reveal that paratextual elements play an important role to represent persons, locations and events in a communicated relation to reframe the event for the mass audience. What the news tells us is the findings event by the archaeologists in Sanxingdui Ruins site in southwest China’s Sichuan Province.

3.2.2 Interaction

Interactive meaning is corresponding with the interpersonal function of functional grammar. Differing in representation in the relationship of each element in all news, interactive meaning refers to the designed relation between the mass audience and elements in the news by mainly contact, distance, perspective to frame the complicated and subtle relevance and show the attitudes from mass audience. As for contact, represented participants look steadily at readers, contacting with them at an imaginary level. At that time, the participants intend to ask for them, establishing a closer social relation. However, without contact, those participants are the exhibition to offer some information to them, which is called “offering”. (Kress & van Leeuwen, 1996: 123) All news about Sanxingdui Ruins may be divided into two types, one of which exhibits the new discoveries of relics to share some information of those artifacts with origins, processes and importance. But there is other news offering their contacts with the mass audience, especially in some interviews. Interview: New discoveries at Sanxingdui Ruins highlight the magnificence of Chinese civilization, says Egyptian archeologist shows the passion and desire from the picture of this professional to emphasize that there is some closeness between the Egyptian and the Chinese civilizations. Then, distance means that the size of the framework forms the relations whether they are close or not. An interacting interview from GLOBALink | What impresses expertise about China’s Sanxingdui Ruins, adopts a neutral closeness because the shots include their heads, shoulders, or waists. The mass audience will be conquered but intimate to listen to the video and read the information more carefully and concentratedly. The last one is the perspective of those paratextual elements, which refers to the shooting angle that will reflect the attitudes of participants. A bronze sculpture of a human figure at Sanxingdui Museum was taken by Shen Bohan in Xinhua from the bottom-top view to illustrate vividly the power relation, where the audience respects it and it shows authority and strong power with mystery. Thus, the photographer took the photo from the overhead perspective to cover a panorama of these relics. Also, the front and tilt sides determine the affiliation of readers in the news. All interactions aim at making out a specific relationships by different means.

3.2.3 Composition

Compositional meaning is corresponding with the discourse function of functional grammar, which refers to the three aspects to analyze, information values, salience and framing. Bottom to top, left to right and center to marginal sides inform various information value. A photo taken on May 14, 2021, shows part of a bronze figure unearthed from the Sanxingdui Ruins site, which demonstrates a structure from center to the edge, pronouncing the primary to the secondary majority that a bronze figure buried in the sacrificial pits. Other pieces besides it are not as important as this figure as a whole. Another photo that People take part in a ritual to receive the spring equinox, in front of the Kukulcan Temple in the archaeological zone of Chichen-Itza, in the state of Yucatan, Mexico, March 21, 2017, which is the bottom-top structure, comparing the idea with the reality. The top scene is about the Chichen-Itza, prone to mystery and majesty and visitors around it is down on the photo referring to the reality and respect. Salience shows the paratextual elements attract attention from various means such as the front ground and background, size, tone, boldness and so on. As for annotations bellowing each photo with blue tone and bright, the mass audience may notice them and ponder for a short time about the above pictures and then get more information. Also, some words in news are bold to be a title or point out the main idea for easy understanding. So-called “framing”, one of the analyzed levels to compositional meaning, means dividing line between pictures, videos or other space, showing the division and connection. The more obvious division pratexual elements exist, the more incompatible elements are. Among the news, the most outstanding news with a divisional line is about the similarities between Sanxingdui and Mayan cultures in a video. At the beginning, the division of two cultures’ photos gives the audience a sense of strangeness, but then the line disappears and the transition of the two views transfers a familiarity into the topic. In conclusion, composition leverages an essential role to make up discourse by various types of paratexts in order to transfer news agency’s intention and directly on-site experience.

4. CONCLUSION

Drawing on the multimodal framework, paratextual elements in archaeological news translation shed light on the communication between China and the rest of the world in the field of relics. This study has discussed from following two levels, cultural contexts and meaning system to reframe the events about new findings of artifacts and explore the reasons of modes. In light of a few studies on archeology news translation, it may provide a suitable perspective combining paratexts and multimodality to make many relics alive and build a

bridge for global archeology aiming at cultural diversity. Based on the discourse field, news about Sanxingdui Ruins clears out the relation between mass audience and translator to deliver vivid posters, pictures and videos by visual and aural modes. The meaning potential within multimodal framework provides affordance in the news to transmit representation, interaction and composition in such a semiotic system in terms of the Sanxingdui Ruins site. Three functions of metafunction from Halliday no longer focused on the discourse, but on the various modes with different semiotics, which are ideational, interpersonal and discourse functions. In order to share more information about relics and artifacts at home and abroad, different modes and critical analysis may be the instrumental ways to explore more functions of paratextual elements in the semiotic system to make the news more interesting and the relics vivid. Although my findings have provided a specific way for archeological translation and news translation, more empirical studies on the need to be conducted to further test and refine these findings such as the acceptancy survey or comments on archeological news by foreigners. Maybe it will pave a instantiate path to integrate paratexts and news to offer some translation strategies and methods for the news agency.

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