



## Translating Foreign Health News for Public Education: A Critical Cultural Discourse Analysis

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### Abstract

This study examines how translated foreign health news contributes to public health education in China, with a particular focus on Cankao Xiaoxi's translated news coverage of food and nutrition. Adopting a critical cultural discourse analysis framework that integrates Fairclough (2001)'s Critical Discourse Analysis and Liang (2019)'s model of news translation, the study analyzes 56 pairs of health-related reports published in 2025. Articles are manually coded for linguistic strategies (modal shift, substitution, softening, omission, adaptation, selection, addition) and for their educational, ideological and cultural functions. The findings show that Cankao Xiaoxi does not simply reproduce foreign health information, but strategically restructures it. At the linguistic level, translation recalibrates the strength, scope, and tone of health claims; at the editorial level, the use of omission, adaptation, selection, and addition remove or reframe sensitive content, and recontextualizes it within domestically familiar frames. Such process constructs readers as compliant recipients of family-oriented and individualized guidance, and meanwhile constraining possibilities for structural critique and broader inquiry. Overall, the study indicates that translated health news serves both educational and ideological purposes. It enhances the accessibility and perceived reliability of health advice, but also eliminates opportunities for critical reflection on social determinants of health. The analysis highlights the need for greater transparency in translational mediation, and for strengthened public media literacy in support of more reflective consumption of health news.

**Keywords:** Critical cultural discourse analysis, Food news, News translation, Public health education.

### 1. Introduction

News serves essential functions of informing the public, interpreting global affairs, and shaping collective understanding, and news translation in turn transfers foreign information across linguistic and cultural boundaries. In China, *Cankao Xiaoxi* (Reference News) represents one of the most prominent examples of institutionalized news translation. Founded in 1931 and administered by Xinhua News Agency, it specializes in translating international news reports into Chinese. Through selective translation and editorial mediation, *Cankao Xiaoxi* adapts foreign discourses to align with national perspectives, thus reflecting the dual role of news translation as both dissemination and interpretation.

Studies suggest that news translation extends beyond linguistic equivalence, which operates as a process of ideological manipulation, media control, and identity construction through communicative strategies. Translation strategies such as lexical choices are closely intertwined with ideological and institutional factors (Quan, 2024). Translated news can serve as a vehicle for reinforcing political positions or shaping national identity (Jalalian Daghig & Guo, 2024; Luo, 2015). For example, Pan (2014) demonstrates that translation practices in *Cankao Xiaoxi* are shaped by institutional routines and editorial gatekeeping, while Zeng and Li (2023) reveal how its WeChat subscription account selectively translates foreign commentaries to enhance China's positive image. Moreover, the communicative dimension of news translation involves strategic adaptation to diverse audiences and sociopolitical contexts, as seen in how translations of sensitive international disputes adjust tone and stance to accommodate different readerships (Qin & Huang, 2021; Mo, 2025). Collectively, these studies indicate that news translation is a social practice where power, ideology, and discourse interact dynamically.

Media scholars have highlighted the public responsibility of news organizations in the domain of health communication. Various forms of general media, including social media, popular media, and news outlets, play significant roles in disseminating health information but often fall short of achieving systematic educational outcomes (Ojo et al., 2021; Liu & Zou, 2024). Popular media such as outbreak films and online videos can shape public perceptions, but may also distort scientific understanding through dramatization or the circulation of unreliable content (Kendal, 2021; Ge et al., 2025). In contrast, mainstream news media are expected to provide accurate evidence-based information and contribute to public health education. Studies have confirmed that proactive news initiatives can enhance health awareness and influence preventive behaviors (Sun et al., 2007; Lwin

et al., 2023). Translated news not only transmits global health information but also embeds culturally resonant narratives and localized guidance, enabling audiences to interpret health risks within familiar sociocultural frameworks. Thus, news translation represents an underexplored yet pivotal medium of public health communication.

Building on this understanding, the present study examines how *Cankao Xiaoxi's* translated health-related news contributes to public health education. The analysis adopts a Critical Cultural Discourse Analysis approach that integrates Fairclough's (2001) three-dimensional model of Critical Discourse Analysis with Liang's (2019) framework for analyzing news translation in China. This integrated approach enables the study to explore the interplay between language, ideology, and culture in shaping translated discourse.

## 2. Literature Review

### 2.1. News Translation as a Social Practice: an Overview

Relevant studies reveal that news translation is not a matter of linguistic equivalence, but a process of ideological manipulation, media control, and identity construction via deploying a series of communicative strategies. In between, micro-level features such as lexical choices are linked to broader issues of ideology and audience reception. For instance, research on the treatment of intensifiers in Korean news discourse about China shows significant differences between English and Chinese translations in terms of faithfulness and translation shifts, which reflect the ideological considerations of South Korean media, as translations are adjusted to suit different target audiences and sociopolitical contexts (Quan, 2024).

Studies in this aspect adopt a critical perspective to address ideological underpinnings, institutional power, and identity (re)establishment. For instance, Jalalian Daghigh and Guo (2024) show that the Chinese translation of American opinion articles functions as a tool to construct ideological polarization, reinforcing the dichotomy of "Us" versus "Them." Pan (2014) shifts attention to institutional practice, investigating how the news translation in the Chinese media *Reference News* is shaped by China's organizational routines and political gatekeeping, despite the agency's claim of maintaining faithful translation. More importantly, news translation is also regarded as a site for constructing national identities: translators at the Chinese media *Yeeyan Sport* reshaped Western narratives of China and Chinese sports, often infused with ethnocentric undertones (Luo, 2015), while volunteer translations on another Chinese media *Ltaaa.com* fostered an aggressive form of Chinese national identity emphasizing difference, hostility, and historical superiority in its relation with Korea (Chase, 2019).

In addition, studies from a communicative perspective stress how translation adapts to audience-oriented contexts for different purposes. Qin and Huang (2021) show that Chinese reports on the Sino-Philippine dispute demonstrate a negative portrayal of the Philippines, while the English versions negotiate the media stance to suit international readerships via reframing strategies. Mo (2025) focuses on how translations of the 2019 Hong Kong protests by BBC Chinese, NYT Chinese, and Chinese Xinhua News Agency differ in weakening, reproducing, or reinforcing political ideologies and media goals. Wu (2018) investigates how stance in Sino-Japanese dispute reporting is shifted through appropriation, labeling, and ambiguity toward a pro-China position. Zeng and Li (2023) examine *Reference News's* WeChat account, showing how foreign comments are selectively translated and reframed to amplify China's positive image.

While studies on news translation focus on the discursive process of achieving political and social agendas, the cultural aspect remains largely underexplored. As one of the first few studies integrating cultural translation and agenda-setting theory, Yuan's (2022) research on *Culture Weekly in Reference News* highlights how the cultural turn is manifested in evaluating translation practices. It suggests that the religious attribute of culture is undermined in the Chinese translation to avoid sensitive elements, while its national and traditional attributes such as patriotic sentiments are highlighted. This process of recontextualization aligns with the Chinese national discourse, shapes the cultural agenda for domestic readers, and mediates between global information and local interpretive frameworks.

### 2.2. News Media as a Channel of Public Health Education

General media, including news outlets, social media, and popular media, are significant in disseminating health information, but their contribution to systematic or reliable education remains less satisfying. For instance, the impact of social media is often contingent upon emotional resonance, interactivity, or expert participation, rather than systematic education (Ojo et al., 2021; Liu & Zou, 2024; Wang et al., 2025). Popular media such as outbreak films may mislead public perceptions through dramatized narratives (Kendal, 2021). Online videos, though widely consumed, vary greatly in quality and reliability, limiting their contribution to health education (Ge et al., 2025). Media research on breastfeeding reveals that while mass media influence public perceptions, conflicting discourses undermine their educational role (Foss, 2017). Studies also suggest that news media and social media complement each other during public health crises: the former issue health warnings and basic guidance, while the latter promote broader public dialogues (Rodin et al., 2019).

Mainstream news media, though sometimes constrained, are expected to extend their role beyond general information dissemination to systematic public health education. For example, media analysis of the San Diego hepatitis A outbreak shows that related reports often emphasize individual responsibility rather than structural factors, thereby failing to provide educational insights (Felner et al., 2023). Similarly, studies of Chinese press coverage of depression reveal attempts to assign responsibility through thematic framing, yet cultural stigma and organizational routines reduce the broader educational value (Zhang et al., 2015).

These examples have highlighted institutional and cultural constraints, but they also point to the potential of news media as educators in a broad sense. In Singapore, mainstream dailies actively corrected COVID-19 misinformation, functioning as gatekeepers and educators (Lwin et al., 2023). In the United States, Chinese-language media campaigns significantly improved knowledge and preventive practices about women's breast health, indicating that proactive news initiatives can generate measurable behavioral changes (Sun et al., 2007). In China, news media's construction of "celebrity scientists" such as Zhang Wenhong helps legitimize scientific

information and enhance public resonance (Yu & Wang, 2025). Beyond health alone, studies show news media undertake broader educational functions about identity and citizenship (Blalock & Lyu, 2023).

Building on this distinction, news translation, as an adapted form of news reports by definition, deserves recognition as information dissemination and educational practices. Unlike original news reports, the process of translating news negotiates between global information and local interpretive frameworks, recontextualizing foreign discourses for domestic audiences. Specifically, it can transmit global health crisis updates while embedding educational cues aiming for local audiences, such as culturally resonant narratives, preventive measures, and medical guidelines. By reframing foreign reports, translated news does more than inform; it guides domestic audiences in interpreting health risks through culturally acceptable frames, thereby filtering health knowledge while discarding culturally undesirable or politically sensitive content. Recognizing this dual functionality extends current discussions on the social responsibility of news media, in particular highlighting a critical yet underexplored channel of public health communication.

### 3. Theoretical Framework: A Critical Cultural Discourse Analysis Approach

The present study aims to explore how news translation contributes to public health education, which investigates how translated news mediates between global health information and domestic communicative goals, and how they reproduce cultural and ideological meanings through linguistic and institutional practices. To achieve these goals, the study adopts a Critical Cultural Discourse Analysis (CCDA) approach, which integrates Fairclough's (2001) three-dimensional model of Critical Discourse Analysis (CDA) with a cultural perspective (Qiaoan, 2019). In fact, Liang (2019) has previously proposed an integrated CDA framework in *A Discourse Analysis of News Translation in China* for linguistic, institutional, and sociopolitical levels of analysis in the translation process.

At the first level, the analysis focuses on the linguistic construction of public health discourse in translated texts. According to Fairclough (2001), discourse operates simultaneously as text, discursive practice, and social practice. Liang (2019) extends this framework to news translation, emphasizing that "translation above the lexical level" reflects ideological choices through linguistic manipulation. Therefore, this level examines micro-level strategies such as lexical selection, modality, transitivity, and metaphor, which influence how health knowledge and dietary guidance are framed for Chinese audiences.

The second level concerns the translation process and the role of translators. As Liang (2019) demonstrates through the case of *Cankao Xiaoxi*, news translation is not an individual act but a collective, institutionalized practice shaped by editorial routines and organizational hierarchies. Translators in *Cankao Xiaoxi* operate under tight institutional control, where decisions on selection, adaptation, and omission are guided by national interests and readership orientation. These practices show that translators are not neutral mediators but active participants in discourse production, whose linguistic decisions are conditioned by institutional expectations of educating the public and maintaining ideological alignment.

Moreover, the translators' agency is constrained by the institutional ideology of the news organization. In *Cankao Xiaoxi*, translators' work is characterized by "invisible mediation" (Liang, 2019), for which editorial rewriting and gatekeeping obscure individual authorship. Their micro-level linguistic choices are embedded in macro-level editorial processes that determine what counts as "appropriate". In this way, the translation process becomes an arena where global public information is reformulated according to institutional norms and sociopolitical agendas. This level helps reveal how discourses are transformed from international reporting into locally meaningful educational messages through translation, editing, and policy orientation.

The third analytical level situates news translation within its sociocultural and political environment. As Liang (2019) argues, translation practice must be understood within the media's broader sociopolitical context, where ideological guidance and national discourse play central roles. Media and state power intersect in the translation process, turning translation into a mechanism that reproduces and legitimizes national ideology. By selectively translating and recontextualizing international health discourse, Chinese media align global narratives with domestic political priorities, reinforcing the vision of a responsible, health-conscious country.

Overall, Liang's discussion of *Cankao Xiaoxi* highlights that news translation not only serves national ideology but also performs pedagogical functions. The media's authority as both information provider and moral educator enables it to define what constitutes legitimate health knowledge. This dual role is particularly visible in translating health news, where foreign discourses of public health and food safety are appropriated to support domestic policy narratives. While the integrated CDA framework foregrounds the relationship between language, ideology, and power, it has been criticized for overlooking cultural dimensions. To address this gap, the present study incorporates the CCDA perspective proposed by Qiaoan (2019) and extended by more recent studies (see Zhang et al., 2015; Kendal, 2021; Blalock & Lyu, 2023; Wang et al., 2025). CCDA retains CDA's critical orientation but integrates culture as an active mediator in discourse production and interpretation. Within this new framework, culture is not a neutral background but a site where power and ideology are naturalized through symbols, metaphors, and values. Applying CCDA allows the present study to examine how health discourse through news translation articulates both global public health information and local cultural narratives of moderation, hygiene, etc. It also accounts for how ideological forces (state policy, media institutions, and cultural tradition) intersect in shaping public health education.

### 4. Methodology and Data

The present study adopts a qualitative approach to examine how translated health news functions as a medium of public education, with a case study of food news in the health section. Basing on the CCDA framework established previously, the analysis focuses on linguistic, institutional, and sociopolitical dimensions of translation. Qualitative analysis enables detailed interpretation of how translation choices construct meaning, ideology, and cultural values. Following Liang (2019)'s study, translation strategies such as lexical selection, omission, addition, transposition, and re-framing are examined to identify how the translator mediates between global health discourses and local communicative goals. These strategies are further interpreted in light of Fairclough's (2001)

three-level CDA model to show how textual adjustments contribute to the educational and ideological recontextualization of health information.

The dataset consists of 56 pairs of translated news articles (published by *Cankao Xiaoxi* in 2025) and source news articles. Each pair includes one translated Chinese news report and its corresponding original article in another language (mainly English, but also including Spanish, Russian, French, and German). The dataset focuses on food, nutrition, and health-related topics that reflect China's ongoing emphasis on dietary safety and the "Healthy China" initiative. All translated articles are retrieved from *Cankao Xiaoxi*'s official website, while the original sources are identified through reference tracing and other media websites. Each pair of articles is annotated and coded manually for identifying translation patterns and their potential educational and ideological functions according to three analytical categories of the CCDA model: (1) linguistic strategies (lexical and syntactic features), (2) editorial and institutional features (processes of selection, adaptation, omission), and (3) sociocultural and ideological references.

## 5. Analysis and Discussion

### 5.1. Modal Shift, Substitution and Softening

At the linguistic level, *Cankao Xiaoxi* adjusts the strength, scope, and evaluative tone through modal shift, substitution, and softening. Rather than directly representing the foreign claims, *CanKao Xiaoxi* adjusts certainty and responsibility in ways that align with its pedagogical and ideological positioning.

Example 1 shows modal shift realized through omission. In this article on hydration and stress, the original report cautiously speculates that "meeting the water intake guidelines could be one of a number of things you could do to blunt that cortisol response day to day." Its expression ("we'd like to think," "could be one of a number of things") suggests that the relation between water and stress reduction is a hypothesis rather than a robust causal finding. Instead of reproducing the original claim, *CanKao Xiaoxi* removes the sentence. This extreme form of modal adjustment, achieved via omission, suggests that *Cankao Xiaoxi* prefers either clearly established advice or silence, rather than importing uncertain findings into domestic public health discourse. It also reinforces the outlet's authoritative stance. It only presents robust and definitive health information to domestic readers. In turn, this modal shift makes readers more trusting rather than skeptical.

#### Example 1

ST: "We'd like to think that meeting the water intake guidelines could be one of a number of things you could do to blunt that cortisol response day to day," he added.

TT: [Omitted]

A second recurrent strategy is substitution, where key terms are replaced to better fit Chinese institutional and cultural frames. In Example 2, the source text recommends that children drink between 16 and 88 ounces of water per day, and states that water should be the "primary beverage for meeting hydration needs." *Cankao Xiaoxi*'s version retains the educational core, but substitutes "children" with a broader category '未成年人' (children and youth, or citizens under the age of 18). This substitution expands the target group and aligns the discourse with Chinese children and youth protection policy, which distinguishes '未成年人' as a category of special concern. *Cankao Xiaoxi* reframes the texts for caring for children and youth, reinforcing both the educational function (clear guidance for the concerned group) and ideological alignment (state responsibility for children and youth wellbeing).

#### Example 2

ST: Water should be the "primary beverage for meeting hydration needs," they write, with children drinking between 16 and 88 ounces per day depending on age and sex.

TT: 专家们建议，水应当是“满足补水需求的主要饮品”，**未成年人**每天的饮水量根据年龄和性别在 16 盎司（1 盎司约合 28 毫升）至 88 盎司之间。

Softening operates more directly on evaluative and epistemic information. In a Russian report on high-protein diets, a nutritionist explicitly asserts that "for people with a sedentary lifestyle, it is useless to eat chicken with a protein shake containing 60 to 70 grams of protein. It will not work," and this stance is reinforced by the verb 'уверяет' (she assures/insists). *Cankao Xiaoxi*'s translation reduces this determined tone. The shift from 'уверяет' (she assures/insists) to '她认为' (she believes) reframes the statement as an opinion rather than an authoritative conclusion. This softening avoids potential controversy, and aligns with a more steady and non-confrontational public health education discourse.

#### Example 3

ST: «Если вы ведете сидячий образ жизни, бесполезно есть курицу с протеиновым коктейлем на 60-70 граммов белка. Это не работает», — уверяет она.

TT: 她认为：“如果久坐不动，即便是吃鸡肉搭配蛋白质含量高达 60 至 70 克的蛋白奶昔也没有用。”

### 5.2. Omission and Adaptation

Omission and adaptation constitute a more radical layer of editorial intervention. Omission is by far the most frequent strategy in the dataset (117 coded instances), and it sometimes accompanies adaptive rewritings that rebuild the ideological frames of the reports. Omission and adaptation strategically remove culturally and politically sensitive elements, and reframe structural issues into problems manageable by individuals or families.

Example 4 deletes medical disclaimers. This English article ends with a standard notice that the content is for general informational purposes only, is not a substitute for professional medical advice, diagnosis, or treatment, and

that readers should always seek guidance from qualified providers. In *Cankao Xiaoxi's* translation, this disclaimer is removed. Instead of positioning itself as a neutral content platform that must avoid itself from medical responsibility, *Cankao Xiaoxi* appears as an institution that has already filtered the information, and has the authority to interpret medical knowledge. The omission consolidates the outlet's authority as a trustworthy educator, rather than a platform requiring individual responsibilities of readers.

Example 4

ST: Disclaimer: This article is for general informational purposes only and is not a substitute for professional medical advice, diagnosis, or treatment. Always seek the guidance of a qualified healthcare provider regarding any medical condition or lifestyle change.

TT: [Omitted]

Omission in Example 5 is used to avoid direct challenges to culturally central dietary practices. A report on potatoes and type 2 diabetes states that “replacing any form of potatoes with white rice is a bad idea as it leads to an increased risk of type 2 diabetes.” This strong evaluative statement implies that white rice, which is a staple food in China and a symbol of Chinese culture, is worse than potatoes to health. In *Cankao Xiaoxi's* version, while it still discusses the health influences of fried potatoes, it removes the explicit condemnation of white rice. This editorial choice reflects cultural resonance and ideological alignment. Denying this culturally central staple food would not only clash with everyday habits of basically all Chinese people, but can also undermine social stability. The omission strategy here reflects the stability maintenance guidelines of *Cankao Xiaoxi*, and cultural considerations for domestic readers, while placing health information dissemination in second place.

Example 5

ST: However, replacing any form of potatoes with white rice is a bad idea as it leads to an increased risk of type 2 diabetes, the paper found.

TT: [Omitted]

Omission also occurs in the treatment of pandemic-related narratives as shown in Example 6. A Spanish article attributes the post-pandemic increase of eating disorders to pandemic conditions such as isolation, lack of social activities, increased social media use, and media pressure to appear to be “thinner and fitter” after lockdowns. *Cankao Xiaoxi* compresses this diagnosis to a single sentence, ‘近年来, 饮食失调问题有增无减’ (in recent years, the problem of eating disorders has been increasing). All references to the COVID-19 pandemic are removed in *Cankao Xiaoxi's* version, which becomes a depoliticized and decontextualized statement about a health trend: eating disorders are framed as a general and ongoing problem, rather than as a product of specific social and political conditions. This omission avoids the potential for critical reflection on pandemic management of the government, and hides the social structural causes behind health issues.

Example 6

ST: Desde la pandemia, los trastornos de la conducta alimentaria (TCA) no han hecho más que aumentar. En ese momento, el aislamiento, la falta de socialización, el mayor uso de redes sociales y el bombardeo mediático con salir de una pandemia mundial más delgado y en forma, fueron un caldo de cultivo idóneo para aferrarse al control sobre la comida y el cuerpo, como una manera de evadir la realidad que estábamos viviendo.

TT: 近年来, 饮食失调问题有增无减。

In contrast to omission, adaptation involves rewritings that reframe the communicative focus. Example 7 occurs at the end of an article on post-pandemic eating disorders. The original text states that the article is not intended as a diagnosis, urges readers with symptoms to consult specialists, insists that prevention is crucial, and concludes with a sharp social critical question: “what kind of society are we, if children and adolescents are afraid of gaining weight? We should reflect on our responsibility.” In *Cankao Xiaoxi's* version, this entire passage is replaced by a different conclusion, ‘重要的是, 作为家长要关注孩子, 但不要表现得像警察一样, 因为他们需要的是理解和帮助。事实上, 饮食失调背后隐藏着很多痛苦。他们需要的不是责骂, 而是支持和理解。’ (It's important for parents to pay attention to their children without acting like police officers, because what these kids need is understanding and help. In fact, there's a lot of pain behind eating disorders. They need support and empathy, not blame.) The adaptation eliminates diagnostic disclaimers, professional referral, and systematic criticism. Instead, it offers family-oriented moral guidance. Eating disorders are recontextualized from a social-structural and clinical issue into a problem that should be solved by parental empathy and emotional support. This reframing aligns with the pattern in China where social problems are attributed to lack of family responsibility and interpersonal ethics, thereby avoiding potential criticism on institutional and social structures.

Example 7

ST: Este artículo no pretende ser un diagnóstico, solo una llamada de atención ante estos síntomas. Si observamos alguno, es preferible consultar con un especialista en TCA. En estos casos, toda prevención es poca. Y, por último, ¿qué clase de sociedad somos, si los niños y adolescentes temen engordar? Deberíamos plantearnos nuestra responsabilidad en ello.

TT: 重要的是, 作为家长要关注孩子, 但不要表现得像警察一样, 因为他们需要的是理解和帮助。事实上, 饮食失调背后隐藏着很多痛苦。他们需要的不是责骂, 而是支持和理解。

In Example 8, the headline is rewritten to shift a frame of anxiety into a stabilizing and solution-oriented narrative. The French source, which highlights anxiety-inducing messages and widespread misinformation, is likely to invite structural questioning. *Cankao Xiaoxi's* version removes references to anxiety and confusion, replacing them with practical, depoliticized questions, ‘喝咖啡好不好? 甜味剂好不好? 我们究竟应该怎么吃?’ (Is coffee good or not? Are sweeteners good or not? How should we eat?) This shift guides readers toward manageable and individual concerns. This reinforces the media's role as a calm and authoritative interpreter of

health information, and avoids triggering public anxiety. The strategy reflects the stability maintenance orientation, containing public emotions and promoting social reassurance.

Example 8

ST: Dans nos assiettes, des messages anxiogènes et beaucoup d'idées reçues

TT: 喝咖啡好不好? 甜味剂好不好? 我们究竟应该怎么吃?

### 5.3. Selection and Addition

At the editorial level, *Cankao Xiaoxi* reframes foreign health information to fit domestic cultural expectations through selection and addition. *Cankao Xiaoxi* does not simply copy foreign health advice. It re-curates the information to ensure it is culturally intelligible, and it supplements the texts where it is necessary to clarify scientific terminology and to avoid potential misunderstanding in the Chinese context.

Selection operates not only at the macro level of choosing which articles to translate, but also within texts. In a German article listing foods that promote digestion, psyllium seeds are placed first ('1. Flohsamen regen die Verdauung an' (1. Psyllium seeds stimulate digestion)), followed by flaxseeds, hemp seeds, chia seeds, and ginger. In the Chinese version, flaxseeds are moved to the first, while psyllium seeds are relocated to the fourth place. This reordering reflects cultural consideration: flaxseed, chia seeds, and ginger are familiar to Chinese health-conscious readers, whereas psyllium seeds remain relatively unfamiliar. By prioritizing more recognizable items, the translation subtly reshapes the hierarchy of remedies, while maintaining the original educational message about fiber and digestion. This selection thus contributes to cultural resonance, presenting foreign advice with a domestic ordering of importance.

Example 9

- ST: 1. Flohsamen regen die Verdauung an  
2. Leinsamen unterstützen die Darmgesundheit  
3. Hanfsamen transportieren Giftstoffe aus dem Darm  
4. Chiasamen liefern viele Ballaststoffe  
5. Ingwer beschleunigt den Verdauungsprozess

TT:

1. 亚麻籽有益肠道健康
2. 大麻籽可排出肠道中的毒素
3. 奇亚籽提供大量纤维
4. 洋车前子促进消化
5. 生姜加速消化过程

In one report on ultra-processed food and lung cancer, it warns that crude adjustment for smoking may leave room for "residual confounding." *Cankao Xiaoxi* not only preserves the warning, but inserts an editorial annotation in brackets, '残留混杂 (在控制已知的混杂因素后, 仍然存在的无法被完全消除的混杂效应因素——本网注)' (residual confounding (the confounding effects that remain even after controlling for known confounders and cannot be fully eliminated — site note)). This note is clearly added by the editor to make a term accessible to non-specialist readers. It helps readers grasp the health information, while reinforcing *Cankao Xiaoxi's* institutional authority as an interpreter of knowledge. At the same time, using "site note" instead of "editor's note" reflects the depersonalized and institutionalized mode of self-presentation, which hides individual editors and replaces personal voice with institutional voice. Furthermore, this institution-centered strategy enhances the objectivity and authority of *Cankao Xiaoxi*, encouraging readers to trust the explanation as a unified judgment of the national media, rather than as an individual opinion.

Example 10

ST: "Because smoking is a very important risk factor for lung cancer, adjusting smoking in a crude way could leave a large room for residual confounding," she said in an email.

TT: "由于吸烟是肺癌一个非常重要的危险因素, 粗略地调整吸烟量可能会留下很大的残留混杂 (在控制已知的混杂因素后, 仍然存在的无法被完全消除的混杂效应因素——本网注), "她在一封电子邮件中说。

In a report recommending tap water as the preferred beverage because it is generally "readily available, convenient, affordable, and environmentally friendly," the English original report assumes a context where tap water is safely drinkable. The Chinese translation adds a qualifier, '能够饮用的' (drinkable), emphasizing "tap water that can be drunk." This addition acknowledges local anxieties about tap water safety in parts of China, and narrows the recommendation to potable supplies. The qualifier localizes the advice, by aligning foreign public health information with local infrastructural realities and risk perceptions.

Example 11

ST: Tap water is preferred, the panel writes, noting that it is "usually readily available, convenient, affordable, and environmentally friendly; in many places, it is also fluoridated."

TT: 专家们指出, 能够饮用的自来水是首选, 因为它"通常易于获取、方便、便宜且环保; 在许多地方, 自来水中还添加了氟化物"。

### 5.4. Summary

Across the 56 pairs of articles analyzed, the coding identifies 7 main strategies: Modal Shift (1 instance), Substitution (18), Softening (10), Omission (117), Adaptation (9), Selection (2), Addition (8), together with three functional categories: Ideological Alignment (99 instances), Cultural Recontextualization (45), and Educational Function (54). Omission is the most frequent intervention, followed by substitution, softening, and addition, while explicit modal shift and selection were marked less often. At the functional level, almost all interventions are associated with ideological alignment, suggesting the changes are not only linguistic. They typically serve to regulate how health knowledge is reframed, ideologically aligned, and culturally rendered for domestic audiences.

The analysis shows that *Cankao Xiaoxi's* translation of foreign food and health news is characterized by cultural and ideological recontextualization. Modal shift, substitution, and softening adjust the strength and tone of health claims. Omission and adaptation remove elements that are politically, or culturally sensitive. Selection and addition curate the information to make it culturally intelligible.

## 6. Findings and Implications

Based on the CCDA framework and the dataset of 56 pairs of coded articles, the analysis shows that *Cankao Xiaoxi's* translation of foreign food and health news is a systematic intervention process, and is not merely linguistic. At the linguistic level, modal shift, substitution and softening recalibrate the epistemic strength, scope and evaluative tone of foreign claims. Insufficiently evidenced mechanisms tend to be omitted, while key referential categories are adjusted (e.g. from “children” to “citizens under the age of 18”) to fit domestic frames. Softening often downgrades determined expert claims into personal opinions, which makes the discourse more cautious and less confrontational. At the institutional and editorial level, omission and adaptation are the dominant strategies, removing medical disclaimers, pandemic references and other sensitive contents (such as criticism of white rice), and replacing social structural criticism with family- or individual-oriented guidance. Selection and addition adjust texts by reordering remedies according to local familiarity, inserting explanations and contextual qualifiers, etc. Overall, the findings indicate a pattern of cultural and ideological recontextualization: Although the core health information is preserved, its emphasis, tone, and frame are noticeably adjusted to suit domestic expectations.

National ideology, media and state power, and media and public identity are exercised through translated health discourse. First, in many translated reports, scientific reasoning, methodological details, terminology explanations, and research limitations from the original articles are compressed into brief conclusions and convenient guidance. Such reduction positions the public as subjects who neither need nor are expected to engage in scientific reasoning. Instead, they are expected to only carry out *Cankao Xiaoxi's* institutionalized and pre-filtered health advice. In this sense, readers are positioned as compliant health executors, whose role is to implement recommendations rather than to participate in knowledge evaluation or critical inquiry. This subject position aligns with the deficit model in health communication, where the public is framed as an audience requiring instruction rather than deliberation. Second, content and knowledge related to pandemic governance, structural issues, cultural tensions, or institutional responsibility are often removed, reframing health issues as matters of individual choice and family ethics. As Felner et al. (2023) indicate, discussions about public health issues do not involve broader socio-structural drivers, and presuppose that individual level behavior change interventions. Under this logic, the public is positioned as depoliticized and non-critical social subjects who are expected to remain emotionally stable, attribute health problems to personal behaviors, and refrain from questioning institutional or structural factors. It is argued that control over Chinese media is typically exerted to prevent unfavorable political issues and challenges (Jalalian Daghig & Guo, 2024). This subject construction eliminates the possibility of structural reflection and naturalizes an ideological framework where social stability is prioritized. *Cankao Xiaoxi's* translation is guided by institutional ideology and stability maintenance (Liang, 2019). When these two patterns are combined, institutions retain the authority to filter global information, while individuals are held responsible for everyday health behaviors. The public is protected from complex knowledge and politically sensitive issues, and obliged to manage their own health within the private sphere. This subject construction demonstrates how educational functions and ideological alignment (and/or cultural recontextualization) work together in shaping translated health discourse.

These findings offer several implications for research and practice. Theoretically, they broaden news translation studies by highlighting the educational role of translated health discourse. By combining CCDA with empirical coding, the present study shows how linguistic choices, editorial routines, and sociocultural constraints work together, creating health information that is culturally adapted and ideologically filtered. For public health communication, the results show both benefits and limitations. On the one hand, *Cankao Xiaoxi's* interventions make information easier to understand, reduce public anxiety, and provide clear, family- and individual-oriented advice that may support everyday health behaviors. On the other hand, removing structural context and critical perspectives limits discussion of the social determinants of health. In the long term, this may reduce the public's understanding of how policies and systems shape health risks. For translators, editors, and health professionals, the present study indicates the value of a more transparent editorial mediation. For example, they can indicate in the reports when some information is simplified or removed. A more balanced approach that combines culturally adapted guidance with basic structural context may be more beneficial. For readers and educators, the findings highlight the importance of media literacy. Translated health news should be viewed as curated discourse rather than neutral science. Readers need to think critically: about how health information is selected and framed to aligned with broader ideological goals.

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