

## **Adult Translators for Child Readers: A Case Study of *The Wind in the Willows* in Chinese Translation**

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### ABSTRACT

The aim of this article is to explore variations in translations of children's literature, taking *The Wind in the Willows* by Kenneth Grahame (1975) as the basis for a case study. *The Wind in the Willows* is a classic of children's literature, with various published versions. By adopting textual and visual analysis of three contemporaneous Chinese translations of *The Wind in the Willows*, the article analyzes different approaches used in the verbal texts and covers of these three versions. Based on the analysis of translating and packaging of the three Chinese versions, the article examines how the image of childhood adopted and communicated by translators, illustrators, and publishers, affects linguistic choices, and how these choices are reflected in the relationship between adult translators and child readers.

KEYWORDS: children's literature, *The Wind in the Willows*, rewriting, Chinese translation, visual analysis

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## 摘要

本文以肯尼斯·格雷厄姆《柳林风声》（1975年）为例，旨在探析儿童文学翻译中的译本差异。《柳林风声》是经典儿童文学作品，出版版本繁多。本文对《柳林风声》的三个同期中文译本进行文本分析和视觉分析，研究了这三个版本在语言文本和封面上所采用的不同方法。基于对三个中文版本翻译和包装的分析，本文探讨了译者、插画家和出版商所设想和表达的童年形象如何影响语言选择，以及这些选择如何反映在成人译者和儿童读者的关系当中。

关键词：儿童文学，《柳林风声》，改写，中文翻译，视觉分析