Toward a Visualization-Based Framework: Triangulating Online Translation in a Digital Landscape

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ABSTRACT

The thesis aims to integrate discourse and narrative analysis to establish a robust visualization-based triangulation framework tailored to the digital media landscape. This framework triangulates online translation through two distinct lenses: a macro discursive level that transitions from authority to texts, and a microscopic narrative level focused on framing techniques and reader perceptions. Visualization serves as the foundation for this triangulation, aiming to depict the centralization of discourse and construction of narratives through a concept termed "Cluster and Flow," where the clustering of discourses, facilitated by topic modeling, guides the discourse analysis, while network co-occurrence graphs shed light on the underlying narratives. The framework's efficacy is evaluated through translations by state-run media on Twitter, marked by a loosely defined mobile reading context with strong ideology, contrasted with translations on centralized and collaborative platforms like Wikipedia. The analysis starts with the U.S. Embassy & Consulates in China's Twitter, focusing on the Russo-Ukraine war, and expands to Wikipedia, unveiling the complexities of translation within the digital realm. By integrating discourse and narrative theories with "Cluster & Flow" visualization techniques, this model's validation across platforms achieves wide-ranging triangulation. This visualization-based triangulation model maps the digital media translation landscape and advances the integration of qualitative and

quantitative analysis in translation research.

KEYWORDS: cluster and flow, digital humanities, discourse analysis, narrative analysis, online translation, visualization

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走向基于可视化的框架：数字环境中在线翻译的三角测量

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摘要

本论文旨在整合话语分析与叙事分析，构建一个适用于数字媒体领域的稳健可视化三角框架。该框架从两个不同视角对在线翻译现象进行三角测量：一是宏观话语层面，关注权威话语向文本层级的转化；二是微观叙事层面，聚焦于叙事的构建方式及读者感知。可视化手段作为三角测量的基础，借助"聚类与流动"的概念，描绘话语的集中分布与叙事结构的动态生成。其中，话语分析依托主题建模实现话语聚类，叙事分析则通过网络共现图揭示潜在叙事结构。

为评估该框架的有效性，论文选取两类具有代表性的数字媒体平台开展初步分析：一是以松散定义的移动阅读语境与强烈意识形态特征为背景的国家媒体Twitter翻译，二是以集中协作机制为特征的Wikipedia翻译。分析首先聚焦中国驻美国大使馆及领事馆在 Twitter 平台上围绕俄乌战争的翻译实践，随后延伸至Wikipedia，探讨不同平台下数字翻译话语与叙事的复杂性。

通过整合话语与叙事理论，并结合"聚类与流动"可视化方法，该模型实现了跨平台的广泛三角测量，系统性地描绘数字媒体翻译景观，为翻译研究中定性与定量方法的融合提供了新的路径。

关键词：聚类与流动，数字人文，话语分析，叙事分析，在线翻译，可视化