

Reader Reception of Chinese Philosophy-Taking English Translations of *The Analects* as An Example

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Abstract:

Today's translation research is no longer a single paradigm but one that needs to meet diversified and multi-level research goals in order to achieve the expected results. As one of the core books of Confucian classics, *The Analects* is an ancient Chinese book composed of a large collection of sayings and ideas attributed to the Chinese philosopher Confucius and his contemporaries. Since last century, scholars from all over the world have carried out numerous studies on its English translations including translation of cultural image, translator deviation, etc. However, most scholars have adopted a qualitative and textual analysis method to explore the relationship between the original text and the translation although translation is no longer a pure linguistic issue. And the study of reader reception, for instance, the final test of translation effect, has not yet been paid enough attention to.

Based on Python data processing tool, this presentation collects reader comments on the English translations of *The Analects* on mainstream western social book platforms to construct a review database so as to analyze readers' emotional attitudes, recognition of the book's ideological values, focal dimensions of translation quality, and the reflected image of China. Besides, Coh-Metrix 3.0 is applied to further investigate the readability of the translations, which serves as a probe into a more scientific judgment of the comprehension difficulty of a text.