

# The Translator's Brand Functioning in the Translation and Completion of *Ma Bo'le*: Howard Goldblatt or Ge Haowen

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As the best-known brand in the field of Chinese-English literary translation, Howard Goldblatt has established his name both in the West and in China (as Ge Haowen 葛浩文). On the one hand, the added value contained in his brand name is recognized and assigned by other agents (e.g. publishers and reviewers) in the translation and publishing process; on the other hand, these other agents use the translator's brand to make effective decisions and achieve some certain purposes. *Ma Bo'le* was a planned trilogy by a Chinese female novelist Xiao Hong but she only finished the first two volumes before passed away in 1942. Seventy-six years later, Goldblatt not only translated Part I and II of *Ma Bo'le* into English, but also completed this novel himself by writing Part III in English, and published this completed English version as *Ma Bo'le's Second Life* in July 2018. Later, the third part created by Goldblatt was translated back into Chinese, and together with the first two original parts were published as the completed Chinese version of *Ma Bo'le* in September 2018. Drawing on Bourdieu's (1993) sociology of cultural production and Darnton's (1982, 2007) "communication circuit", this paper investigates how Goldblatt's brand names were employed in selecting and publishing the two different versions of *Ma Bo'le*, and how his names functioned differently in the book trade both in the West and in China. Based on a socio-archival analysis of paratexts (e.g. book covers, prefaces and afterwords) and the translator's correspondence, this paper shows that Goldblatt was the main reason why the publishers decided to publish the two versions of *Ma Bo'le*, and the translator's brand was employed as promotional capital to sell the cultural product. It also illustrates that Goldblatt's brand had more influence on the source culture and his completion was applauded by Chinese readers.

## References:

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