

中文及英文股市報導中 漲跌相關字及其在英譯中含意之探討

An Investigation of the Rise and Fall-Similar Words Used in American and Taiwanese Stock Reports and Their Implications in English-Chinese Translation

卓志誠* (Chuo, Chih-Cheng)、陳曉靚** (Chen, Hsiao-Ching)、

吳振榮*** (Wu, Jenn-Rong)

(Received October 5, 2004; First Revised February 2, 2005; Second Revised March 18, 2005;

Accepted April 22, 2005)

摘要

以美國及臺灣股市報導為情境，以英文 /__ /%，中文 /__ /%或/__ /百分比為脈絡，本研究發現英文有九個與 rise 意義類似字（含 rise）後接/__ /%；有十七個與 fall 意義類似字（含 fall）後接/__ /%。在中文方面，有八個與漲意義類似字或詞（含漲）後接/__ /百分比或/__ /%；有十六個與跌意義類似字或詞（含跌）亦後接/__ /百分比或/__ /%。藉由參考英文同義字典，本研究發現，這些使用於/__ /%脈絡之九個 rise 及十七個 fall 類似字並不被列為同義字；同時這些英文字與漲幅及跌幅並無正相關；因此就語意力量而言，九個 rise 類似字並無語意之差別；同理就語意力量而言，十七個 fall 類似字也並無語意強弱之差別。因此英譯中時，譯者就不須辨別這些英文字之差異。可是因為中文所使用於 /__ /%或/__ /百分比脈絡中的八個漲相似字及十六個跌相似字彼此有明顯的語意差別，這對於英譯中時中文字之選擇，會造成困難。

關鍵詞：情境、脈絡、相似的、同義的、意義、股市

Abstract

Words in their practical usage may not conform to the definitions or differentiations listed in dictionaries. With Yahoo American and Taiwanese stock

* 南台科技大學應用英語系助理教授

Assistant Professor, Department of Applied English, Southern Taiwan University of Technology

** 建國科技大學應用外語系講師

Instructor, Department of Applied Foreign languages, Chien Kuo Technology University

*** 吳鳳技術學院應用外語系教授

Professor, Department of Applied Foreign languages, Wu Feng Institute of Technology



market reports as situations, this study finds that in the context of /___/% (or sometimes / /百分比 in Chinese) in both situations, 9 English rise-similar words, 8 Chinese 漲-similar words are found to be utilized as variants of rise and 漲 respectively. (See Appendix 1 for Pin Yin and meaning of each Chinese word) Concerning the variants of the English fall and Chinese 跌, 17 English words and 16 Chinese words are found to be applied. The 9 English rise-similar words and 17 fall-similar words, although not regarded as synonyms by dictionaries, are used in the same context. In terms of potency dimension or semantic range, the difference among the 8 Chinese 漲-similar words and 16 跌-similar words is more distinct. It is difficult, therefore, to translate each of the 9 English rise and 17 fall similar words into its Chinese counterpart.

Key words: Situation, Context, Similar, Synonyms, Meaning, Stock market

Introduction

Of the three aspects of language involved in English-Chinese translation, semantics undoubtedly constitutes more complicated problems than phonology and syntax. The phonological and syntactical aspects of the two languages, which are more rule-oriented and regarded less meaning-related, are seldom, if ever, tackled by translators. Experientially, translators spend more time and effort identifying the meaning of an English word and finding its Chinese counterpart. The process is far from easy. Word meaning is hard to define or postulate in that:

- (1) Words seldom exist alone. They generally appear in a sentential context, which again is a constituent of a situation. Therefore, the meaning of a word is contingent upon where and when it is used and who uses it.
- (2) All living languages are always in a process of change. The same is true of words. The meaning of a living word is dynamic, not static. Ever since its emergence, a word inevitably undergoes meaning development. It does not become extinct until it is no more used by the general public for daily or specific purposes.
- (3) At a given period of time, there are always various words competing for application in the same context or situation. We find from time to time that some words are excessively favored by users, others are moderately used, while still others are rarely applied.

In view of the complexity and difficulty of meaning identification, translators are bound to meet with a plethora of problems in translation process. Obviously, besides identifying the meaning of a specific word either on the basis of their experience or by consulting dictionaries, they also need to know what words may also be utilized in the same context and to what extent these words are related to each other.

This study aims to investigate, on the basis of words appearing in a specific context, which is again included in a given situation, namely the daily sessions of the American stock and the Taiwanese stock markets, the relations between words which occur cocontextually, and the resultant problems a translator is likely to encounter in English-Chinese translation.



Literature Review

Translating an English word into Chinese requires a thorough understanding of the meaning of the English word and its corresponding word or words in Chinese. A precise understanding of an English word and its corresponding Chinese word or words is difficult to attain because a translator is inevitably faced with at least the following problems inherent in identifying the intended meaning of the English word.

- (1) First, there is always difficulty distinguishing five levels of word meaning. According to Chuo (2002), there are at least five levels of word meaning a translator may need to take into consideration to postulate the precise meaning of a word.

(a) lexical meaning, (b) contextual meaning, (c) conventional meaning, (d) situational meaning, and (e) stimulus meaning

Obviously, it is simply not enough to refer to dictionaries, which base their definitions on the citations used in the past, for the lexical meaning of a word. The meaning of a word is ever in the process of change. It is users, not lexicographers, who give life to the meaning of a word. According to Chuo (2002) in the process of growth, the original meaning of a word may undergo condensation, extinction, twist, transformation, expansion, assimilation, dissimilation, concretion (specification) or abstraction (generalization). Translators, therefore, are very likely to encounter an English word with meaning other than that already listed in a dictionary. Likewise, translators may also find words, which are not regarded synonyms or similar by dictionaries, occurring in the same context or situation.

- (2) Since the meanings of words are to be identified in terms of the context and situation where they occur, translators are faced with the intrinsically complicated question: To what extent are the words placed in the same context or situation related? Hayakawa (1969) pointed out that English has the largest vocabulary and the most synonymous of any language in the world. This richness is due to the fact that English has grown over the centuries by constantly incorporating words from other languages. For instance, there are, according to Fernald (1947), 19 synonyms for the verb *agree*, 34 for the adjective *base*, 19 for the conjunctive *but*, 28 for the noun *end*, 36 for the adjective *pure*. These and other ample lists of synonyms reveal unsuspected riches of the English language. A translator therefore needs to identify the differences between a group of words which are either synonymous or similar. For nothing is so important to clear and accurate expression as the ability to distinguish between words of similar, but not identical, meaning. No wonder Hayakawa (1969) suggested that to choose wrongly is to leave the hearer or reader with a fuzzy or mistaken impression, and to choose well is to give both illumination and delight.
- (3) As mentioned in (1), some English words may be found to occur in the same context; however, neither dictionaries nor dictionaries of synonyms provide sufficient evidence indicating that they are either similar or synonymous in meaning. According to Zeiger (1973), a word having the same meaning as another word in the same language and capable of serving the same context is regarded a synonym of another word. Experiences point to the fact, however, that a group of words, which

are regarded as synonyms by a dictionary, may not be listed as a set of synonyms by another dictionary. Translators need to refer to dictionaries of synonyms to make sure that words occurring in the same context are regarded synonyms on the one hand, and find how one dictionary is different from another with respect to their listings of groups of synonyms on the other hand.

- (4) In the process of translation, a translator is dealing with English words in their practical uses, or usages. Usage refers to the customary manner in which words, phrases, and sentences are spoken or written. According to Random House Webster College Dictionary (2000), usage can ignore and overrule traditional grammar and etymology. The study of usage presupposes that a living language undergoes in time changes in vocabulary, pronunciation, grammar, and syntax, and that it varies in many ways, depending on such factors as the dialect, education, age, sex, and occupation of the speaker or writer. Fundamentally, the good usage is the choice of words suitable for the situation. Colloquialisms, technical words, slang—all are on occasion fit and proper (Zeiger, 1973).
- (5) No two synonyms have an identical meaning. We may, for instance, differentiate one synonym from another on the basis of semantic differential. According to Carroll (1973), there are three major dimensions inherent in connotative meaning: the “evaluative” dimension—how good or bad the concept is; the “potency” dimension—how big and powerful the concept is; and the “activity” dimension—to what degree the concept suggests active, fast, and perhaps unexpected action. In studies using the semantic-differential technique in different languages, he has found these three dimensions to be universal.

Chuo (2002) proposed a more elaborate analysis regarding semantic differentials. According to Chuo’s analysis, a synonym may be different from other synonyms in the following ways:

- (1) Difference in implication
- (2) Difference in application
- (3) Difference in extension, range or meaning
- (4) Difference in association or origin and therefore, connotation
- (5) Difference in point of view from which the same thing is regarded
- (6) Because of a simple embarrassment of riches
- (7) Geographical variants of the same kind of thing
- (8) Difference in relationships despite describing the same actions
- (9) Difference in degrees of abstraction
- (10) Difference in the degree of formality of the occasions
- (11) Difference in concreteness
- (12) Difference in exactness
- (13) Difference in personalness (pp.54-55)

Both Carroll’s and Chuo’s analyses provide an insight into the complexity existing between synonyms. Realizing the difficulty inherent in differentiating one synonym from another, Fernald (1947) pointed out that the choice of a synonym involves finding not only a variety of terms but the one specific term that will express the one exact shade of meaning intended.

Problems (1) to (5) lead to the fact that in the process of translation there exist difficulty in and complexity of pinpointing the exact meaning of a specific word which is found to occur in the same context as other words do. For if a translator fails to pinpoint the exact meaning of a specific English word, the difficulty of identifying an appropriately corresponding Chinese word will arise accordingly. To understand how words which are used in the same context and/or situation are related to each other, articles which focus upon a specific topic or are related to a specific situation may serve as source materials for study.

Methodolgy

Sampling (Data Collection)

This study targeted the Yahoo Stock Reports, both Taiwanese Weighted Index and American Dow Jones Industry Index, as the source material whereupon content analysis was conducted. Starting from June 17 through June 26, ten stock reports corresponding to ten straight session days of each stock market were downloaded and printed for analysis. In total, the researchers obtained ten American stock reports and ten Taiwanese reports for data analysis.

Data Analysis Design

The following five methods were designed to analyze the data generated from the ten American stock reports and the ten Taiwanese stock reports, thus enabling the researchers to obtain answers to the five research questions.

Research Question One

English verbs, whose subjects are either x stock, x index, etc., and which are followed by %, are identified: * These words appear in the following context.

(x stock, x index, etc) / _____ / % . . .

(*For the purpose of precision, verbs which are followed by x points are not listed for analysis.)

Chinese verbs, whose subjects are x 股 or x 指數, etc., and which are followed by 百分比 or %, are identified: *

(x 股, x 指數, etc) / _____ / 百分比 or % . . .

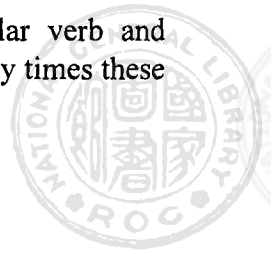
(*For the purpose of precision, verbs which are followed by x 點 (points) are not listed for analysis.)

All the identified verbs are regarded as rise or fall-similar in American reports, and 漲 or 跌-similar in Taiwanese reports. **

(**The application of “-similar” here is significant in that these words may not be regarded as synonyms by the dictionaries. Research Question Four clarifies this phenomenon.)

Research Question Two

The application frequency of each English rise and fall-similar verb and Chinese 漲 and 跌-similar verb is counted. The tables indicate how many times these verbs are applied.



Research Question Three

The rise or fall (or in Chinese 漲 or 跌) range of each verb (i.e., the interval between minimal and maximal rise or fall percentage), where available, is identified and listed for comparison. The tabulated percentage range of each verb (% - %), either Chinese or English, enables us to see whether these verbs, which are applied to describe the rise or fall of an individual stock or the stock index, are different from each other in terms of semantic force (or application range).

Research Question Four

Based on five dictionaries, the two sets of English verbs, namely rise-similar and fall-similar sets, are analyzed respectively. By referring to each dictionary, we are able to see whether there is or are sets of synonyms under the heading of any verb within each set. This enables us to see the difference between rise or fall-similar words practically applied in American stock reports and rise or fall-synonymous words listed in dictionaries.

Revelations of Findings

This section discusses the resultant translation problems due to the above mentioned linguistic problems inherent in Questions 1, 2, 3 and 4. It is designed as below:

- (1) English rise-similar words and Chinese 漲-similar words will be compared and contrasted on one-to-one-word basis so as to see how these English words may be translated into Chinese words.
- (2) English fall-similar words and Chinese 跌-similar words will be compared and contrasted on one-to-one-word basis so as to see how these English words may be translated into Chinese.

Findings

Research Question One

What are the words used to describe the rise or fall of an individual stock or the Stock Index in both Taiwanese and American stock reports?

(1) Rise-similar words

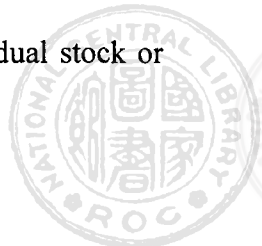
Concerning the words used to describe the **rise** of either an individual stock or the Stock Index, the ten American Yahoo stock reports utilized **8** verbs and **1** adverb. They are: 1. rise, 2. gain, 3. advance, 4. rally, 5. surge, 6. add, 7. jump, 8. soar, and 9. up (the only one adverb).

Concerning the words used to describe the **rise** (漲) of either an individual stock or the Stock Index, the ten Taiwanese Yahoo stock reports utilized **8** verbs.

They are: 1. 漲, 2. 大漲, 3. 上漲, 4. 上升, 5. 攀升, 6. 揚, 7. 揚升, and 8. 收紅.

(2) Fall-similar words

Concerning the words used to describe the **fall** of either an individual stock or the Stock Index, the ten American Yahoo stock reports utilized **17** verbs.



The 17 verbs are: 1. fall, 2. slip, 3. drop, 4. down, 5. decline, 6. sink, 7. hit, 8. sag, 9. lower, 10. lose, 11. dip, 12. off, 13. slumped, 14. easing, 15. retreated, 16. slide, and 17. pullback.

Concerning the words used to describe the **fall** of either an individual stock or the Stock Index, the ten Taiwanese Yahoo stock reports utilized **16** verbs.

They are: 1. 小跌, 2. 跌, 3. 下跌, 4. 止跌, 5. 止跌, 6. 回檔, 7. 拉回, 8. 壓回, 9. 挫, 10. 下挫, 11. 重挫, 12. 急挫, 13. 下殺, 14. 急殺, 15. 收黑, and 16. 走跌.

Derived facts

- Both American and Taiwanese reports utilized **8** rise-similar words. (There is, however, an adverb in English.)
- There are **17** fall-similar words in the ten American reports, while there are **16** fall-similar words in the ten Taiwanese reports.
- Both American and Taiwanese reports utilized more fall-similar words than rise-similar words.

Research Question Two

What are the words most frequently used to describe the rise or fall of an individual stock or the Stock Index in both Taiwanese and American stock reports?

(1) Rise-similar words

Table 1 rise-similar words

verbs used	rise	up	gain	advance	rally	surge	add	jump	soar
frequency	23	18	12	4	4	4	2	1	1

Table 1 shows that of the 9 rise-similar words used in the American stock reports, **rise**, which occurs 23 times, is the most frequently used word, immediately followed by **up** and **gain**, which occur 18 and 12 times respectively. The two verbs **jump** and **soar** are both found to occur only once.

Table 2 漲-similar words

verbs used	漲	大漲	上漲	上升	攀升	揚	揚升	收紅
frequency	10	8	6	3	1	1	1	1

Table 2 shows that of the 8 漲-similar words used in the Taiwanese stock reports, 漲, with an occurrence frequency 10, is the most frequently used word , immediately followed by 大漲 and 上漲, which occur 8 and 6 times respectively. The verbs 攀升, 揚, 揚升, and 收紅 are found to each occur one time.

(2) Fall-similar words

Table 3 fall-similar words

verbs used	fall	down	drop	slip	decline	sink	hit	lose	lower
frequency	29	11	7	7	5	3	3	3	2
Verbs used	sag	slumped	off	dip	easing	retreat	slid	pullback	
frequency	2	2	1	1	1	1	1	1	

Table 3 shows that of the 17 **fall**-similar words used in the American stock

reports, **fall**, which occurs 29 times, is the most frequently used word, immediately followed by **down** and **drop**, which occur 11 and 7 times respectively. The 6 words **off, dip, easing, retreat, slid and pullback** are found to each occur one time only.

Table 4 跌-similar words

verbs used	跌	下跌	回檔	拉回	收黑	止跌	壓回	挫
frequency	18	17	14	4	3	2	2	2
verbs used	下挫	重挫	急挫	下殺	急殺	小黑	走跌	小跌
frequency	1	1	1	1	1	1	1	1

Table 4 shows that of the 16 words used in the Taiwanese stock reports to describe fall of a stock or the Index, 跌, which is the most frequently used, occurs 18 times, immediately followed by 下跌 and 回檔, each of which occurs 17 and 14 times respectively. The 8 words 下挫, 重挫, 急挫, 下殺, 急殺, 小黑, 走跌, and 小跌 are found to each occur one time only.

Derived facts:

- 1. Both American and Taiwanese reports are in favor of utilizing certain words.
- 2. Coincidentally, just as American reports have 3 most popular words for the description of the rise of the Dow Jone Index, Taiwanese reports also utilize 3 most popular words for the Taiwan Weighted Index. The same is true of the words used to describe the fall of the index.
- 3. This points to the fact that certain words are used only for linguistic diversity.

Research Question Three

Are the words used to describe rise or fall of an individual stock or the Stock Index in Taiwanese and American stock reports different from each other with respect to their potency dimension or semantic range?

(1) Rise-similar words

Table 5 rise-similar words

verbs used	rise	up	gain	advance	rally	surge	add	jump	soar
rise range by %	0.1-48	0.1-26	0.72 -31	1.1-?*	?-?	7-26	0.1-0.75	6.1	19

Table 6 漲-similar words

verbs used	漲	大漲	上漲	上升	攀升	揚	揚升	收紅
rise range by %	0.2-3	?-2%	0.18-2	0.1-1	?	?	?-26	?

Implications of Table 5 and 6:

- 1. The 8 English verbs' rise ranges fall between 0.1-48, which is the interval of **rise**. Rise may be regarded as the most comprehensive of all these 9 verbs. It seems that surge, jump and soar suggest higher potency or range.
- 2. The Taiwanese reports evince insufficient evidence to tell which verb is more comprehensive or have higher rise percentages.

(2) Fall-similar words

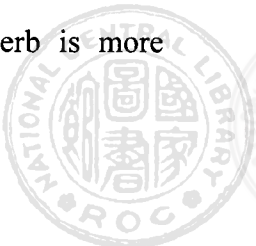


Table 7 fall-similar words

verbs used	fall	down	drop	slip	decline	sink	hit	lose	lower
fall range by %	0.99-28	0.29-2.38	0.6-25	0.1-0.88	3.03	6-12		1.7	0.4
verbs used	sag	slumped	off	dip	easing	retreat	slide	pullback	
Fall range by %	4	6.8	0.7	0.1	0.64		2		

Table 8 跌-similar words

verbs used	跌	下跌	回檔	拉回	收黑	止跌	壓回	挫
rise range by %	0.2-2.6	0.32-4						
verbs used	下挫	重挫	急挫	下殺	急殺	小黑	走跌	小跌
rise range by %	3-5.6							

Implications of Table 7 and 8:

1. Of the 17 English verbs listed in Table 7, fall is the most comprehensive, because the ranges of all other verbs are found to lie between 0.99-28.
2. There is no significant difference between the 17 words with respect to the range of fall percentage.
3. The Taiwanese reports evince insufficient evidence to tell which verb is more comprehensive or have higher fall percentages (potency).

Research Question Four

Are the words used to describe the rise or fall of an individual stock or the Stock Index in Taiwanese and American stock reports regarded to be synonyms by dictionaries?

(1) Rise-similar words

- a. Of the five dictionaries referred to, “Use the Right Word” and “Standard Handbook of Synonyms Antonyms and Prepositions” list no set of synonyms under the heading of any of the ten words.
- b. The other three dictionaries are found to have different sets of synonyms.

According to Webster’s New Dictionary of Synonyms, three words are listed as being synonymous with one or more than one of the nine words:

- (1) Rise is synonymous with soar and surge.
- (2) Surge is synonymous with rise and soar.
- (3) Soar is synonymous with rise.

According to Random House Webster’s College Dictionary, five words are listed as being synonymous with one or more than one of the nine words:

- (1) Advance is synonymous with rise.
- (2) Rally is synonymous with rise.
- (3) Surge is synonymous with rise.
- (4) Soar is synonymous with rise.
- (5) Jump is synonymous with rise



According to The Random House Thesaurus, five words are listed as being synonymous with one or more than one of the nine words:

- (1) Rise is synonymous with gain, advance, surge, add, and soar.
- (2) Gain is synonymous with add and jump.
- (3) Advance is synonymous with add.
- (4) Jump is synonymous with rise, advance and jump.
- (5) Soar is synonymous with rise.

Table 9 shows the cross comparison of the three groups of synonyms as listed in the three dictionaries.

Table 9 the cross comparison of the three groups of synonyms

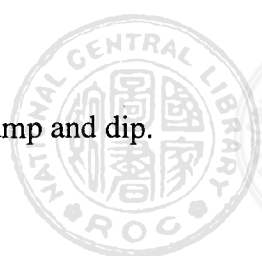
synonym in contrast	rise	up	gain	advance	rally	surge	add	jump	soar
rise			T	T		WT	T		WT
up						T	T		
gain							T		
advance	R								
rally	R								
surge	WR								W
add									
jump	RT			T		T			
soar	WRT								

W= Webster’s New Dictionary of Synonyms
R= Random House Webster’s College Dictionary
T= The Random House Thesaurus

By cross comparing the three dictionaries, we find that they have only one identical set of synonyms, namely **soar and rise**. If we take the five dictionaries into comparison, we find they do not have any identical set of synonyms. This implies that a writer uses words purely on the basis of personal understanding and knowledge of a certain word, being indifferent to or unaware of the definition or explanation given in dictionaries. A writer is much less aware of whether there is any synonymous relations existing between these words.

(2) Fall-similar words

- A. In “Use the right Words”, none of the seventeen words is regarded to be synonymous with any other word
- B. a. According to *Standard Handbook of Synonyms Antonyms & Prepositions*, one word is listed as having a synonym, one word is listed as having a synonym:
 - (1) Dip is synonymous with sink.
- b. According to *The Random House Thesaurus*, The Random House Thesaurus, eleven words are listed as having one or more than one synonym:
 - (1) Fall is synonymous with drop, slip, decline, lower and slump.
 - (2) Down is synonymous with drop.
 - (3) Drop is synonymous with fall, decline and sink.
 - (4) Slip is synonymous with fall, drop, decline and sink.
 - (5) Decline is synonymous with drop, sink and slump.
 - (6) Sink is synonymous with fall, drop, slip, decline, lower, sag, slump and dip.



- (7) Lower is synonymous with drop and sink.
- (8) Sag is synonymous with drop, decline, sink, slump and dip.
- (9) Slump is synonymous with fall, drop, slip, decline, sag and dip.
- (10) Dip is synonymous with drop, decline and sink.
- (11) Slide is synonymous with fall and skip.
- (12) Retreat is synonymous with pullback.
- c. According to *Webster's New Dictionary of Synonyms*, five words are listed as having synonyms:
 - (1) Fall is synonymous with drop, sink and slump.
 - (2) Drop is synonymous with fall, sink and slump.
 - (3) Sink is synonymous with fall, drop and slump.
 - (4) Slump is synonymous with fall, drop and sink.
 - (5) Slide is synonymous with slip.
- d. According to *Random House Webster's College Dictionary*, eleven words are listed as having one or more than one synonyms:
 - (1) Fall is synonymous with drop, decline, lose, lower and retreat.
 - (2) Drop is synonymous with fall and sink.
 - (3) Slip is synonymous with decline.
 - (4) Decline is synonymous with sink
 - (5) Sink is synonymous with fall, drop, decline, lower and dip.
 - (6) Lower is synonymous with decline.
 - (7) Sag is synonymous with decline and sink.
 - (8) Slump is synonymous with fall, decline and sink.
 - (9) Dip is synonymous with sink.
 - (10) Slide is synonymous with fall, sink and decline.
 - (11) Pullback is synonymous with retreat.

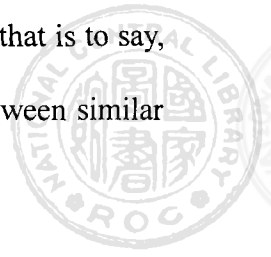
Table 10 shows the cross comparison of the four groups of synonyms as listed in the four dictionaries.

Comparing the four dictionaries, we find that they do not have even one identical set of synonyms under the heading of any of the seventeen fall-similar words. No WTWR combination is found in any of these grids.

Three dictionaries regard **fall** as being synonymous with drop; drop, with fall and sink; sink with fall and drop; slump, with fall; slide, with slip. There are 7 RWT combinations.

The findings of Research Question 4 reveal that overall neither the English rise-similar words or fall-similar words, according to the referred dictionaries, can be regarded a set of synonyms. The applications of rise-similar words and fall-similar words in the same context suggest that:

- (1) A dictionary's grouping of a set of synonym is purely arbitrary, that is to say, non-universal.
- (2) Word selections on the basis of context in most cases may be personal, that is to say, personal preference for a certain word is at work.
- (3) There does exist an area of chaos concerning the precise boundary between similar



words. We really don’t know to what extent a word is different from its similar word.

Table 10 the cross comparison of the four groups of synonyms

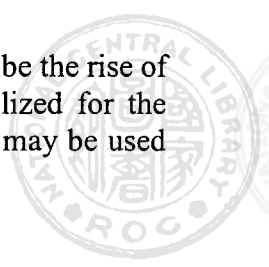
synonym in contrast	fall	down	drop	slip	decline	sink	hit	lose	lower	sag	slump	off	dip	easing	retreat	slide	pullback
fall			R W T	T	R T	W T		R	R T		W T				R		
down			T														
drop	R W T				T	R W T					W						
slip	T		T		R T	T											
decline			T			R T					T						
sink	R W T		R W T	R T	T				R T	T	W T		R T				
hit																	
lose																	
lower			T		R	T											
sag			T		R T	R T					T		T				
slump	R W T		W T	T	R T	R W				T			T				
off																	
dip			T		T	R S T											
easing																	
retreat																	T
slide	T R			R W T	R												
pullback															R		

S= Standard Handbook of Synonyms Antonyms & Prepositions
T= The Random house Thesaurus
W=Webster’s New Dictionary of Synonyms
R= Random House Webster’s College Dictionary

Revelation of Findings

The findings of research questions 1, 2, 3 and 4 reveal that:

- (1) In typical American stock reports, at least 9 words may be used to describe the rise of a stock or the whole stock index, and at lease 17 words may be utilized for the description of the fall. In the Taiwanese stock reports, at least 8 words may be used



to describe the rise, and 16 words may be used to describe the fall.

- (2) The English words rise and fall, and the Chinese words 漲. and 跌 are the most frequently used words in their respective groups.
- (3) In terms of range of rise or fall percentage, there is no explicit distinction among most of the four groups of words. This means the application of one instead of another does not result in too much semantic difference.
- (4) Since all the five dictionaries referred to do not regard most of the rise or fall related words as being synonymous with one another, we have no idea whether these words are appropriately used by writers.
- (5) Thus, there is a contradiction existing that words which are used in the same context are not regarded to be synonyms.

Therefore, if a translator is to translate any of the 9 English words in Table 11 into Chinese, he or she may refer to the 8 rise-related words used in typical Taiwanese stock reports (Table 12). For instance, rise may be translated into 漲, 上漲, 上升, 攀升, 揚, 揚升, or 收紅, all of which may be considered to be similar in meaning.(大漲 is the only exception) The other 8 words can be translated likewise. Of course, the translator may also provide a word not included in the table. There are accordingly 63 (9x7) possible correspondences. Of all these words, 漲, of course, is the most unmarked translation.

Table 11 9 rise-similar words

rise	gain	advance	rally	surge	add	jump	soar	up
------	------	---------	-------	-------	-----	------	------	----

Table 12 8 漲-similar words

漲	大	上	上	攀	揚	揚	收
漲	漲	升	升		升	紅	

Also, if a translator is to translate the 17 English fall-similar words in Table 13 into Chinese, he or she may be faced with a much more complex situation. As far as the 17 English fall-similar words are concerned, there is no significant difference existing between them, either. There are, therefore, inherent problems translating them into Chinese. The 16 跌-similar words used in typical Taiwanese stock reports (as shown in Table 14) suggest vivid differences. Unlike the 8 漲-similar words, which are close to each other in meaning, (大漲 is the only exception) some of the 16 跌-similar words are found to be very different from others to a certain degree. More caution need to be taken, therefore, in translating English fall-similar words into Chinese 跌-similar words.

Table 13 17 fall-similar words

fall	slip	drop	down	decline	sink	hit	sag	lower
lose	dip	off	slumped	easing	retreated	slide	pullback	

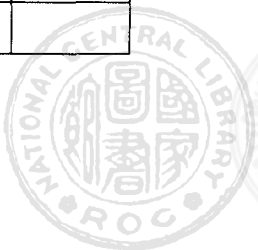


Table 14 16 跌-similar words

小跌	跌	下跌	止跌	走跌	回檔	拉回	壓回
回挫	下挫	重挫	急挫	下殺	急殺	收黑	小黑

Conclusions and Suggestions

The meaning of a word is always in a process of change. Dictionaries alone cannot provide a complete list of definitions of a word. Neither can dictionaries of synonyms provide a thorough differentiation of synonymous or similar words. This study points to the fact that there exists difference between dictionary groupings of synonyms and users' selections of similar words for the same context. English writers seldom, if ever, apply words for practical use on the basis of dictionary definition. Just as English has a plethora of rise and fall-similar words, Chinese also utilizes a lot of 漲 and 跌-similar words. These words are found to occur in the context of /___/% and /___/百分比 or %, respectively. It is found, however, that there is no explicit distinction either between the 9 English rise-similar or the 17 fall-similar words with respect to their range of rise or fall percentage (or potency dimension or semantic extension or range). The selection of words, therefore, can be assumed to be based simply on personal preference or understanding of the selected words.

Both English rise and fall-similar words, despite being used in the same context, are not regarded synonyms by dictionaries. Except for one word, the other Chinese 漲-similar words are found to be similar to each other. The Chinese 跌-similar words, however, are found to differ from each to a certain extent. Upon translating these English words into Chinese, a translator is bound to be faced with the following problems: (1) Whether the English word occurring in the context is appropriately used, or is it only a random choice? (2) Whether these words are synonyms or quasi-synonyms or only similar to a certain degree? (3) How to identify the corresponding relationships between the Chinese 漲-similar words and English rise-similar words, and between the Chinese 跌-similar words and English fall-similar words?

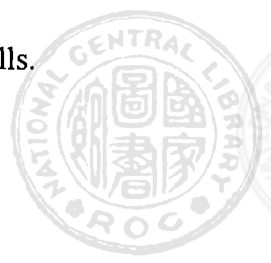
Quine said:
"One frequently hears it is urged that deep differences of language carry with them ultimate differences in the way one thinks or looks upon the world. I would argue that what is most generally involved is indeterminacy of correlation."

There exists in translation, no doubt, indeterminacy of correlation. As far as a group of words occurring in the same context are concerned, choosing a less marked (or representative) word from the group seems to be less prone to fallacy. Therefore, of the 9 rise-similar words, rise is the least marked, whose best translation seems to be 漲, which is the least marked of all the 8 Chinese-similar words. The same is true of the English word fall and the Chinese word 跌.



References

- 財經報導。2003 年 6 月 17 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 18 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 19 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 20 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 21 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 22 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 23 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 24 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 25 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- 財經報導。2003 年 6 月 26 日，取自
<http://tw.news.yahoo.com/2003/06/xx/finance/cna/4152277.html>
- Carroll, J. B. (1973). Language and psychology. In H. Archibald (Ed), *Linguistics* (pp.185-180). Washington, DC: Voice of America Forum Lectures.
- Chuo, C. C. (卓志誠) (2002). *Selected readings in translation science*. 台中:小豆芽文化.
- Corder, J. W. (1980). *Handbook of current English*. Glenview, Ill: Scott, Foresman and Company.
- Fernald, J. C. (1947). *Synonyms, antonyms & prepositions*. New York, NY: Funk & Wagnalls.
- Finance Reports. (n. d.). June 17, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 18, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 19, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 20, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 21, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 22, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 23, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 24, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 25, 2003, from <http://finance.yahoo.com/mo>
- Finance Reports. (n. d.). June 26, 2003, from <http://finance.yahoo.com/mo>
- Hayakawa, S. I. (1969). *Use the right word*. New York, NY: Funk & Wagnalls.
- Quine, W. (1960). *Word and object*. MIT Press and John Wiley & Sons Inc.
- Random House. (1984). *Thesaurus*. New York, NY: Author.



- Random House. (2000). *Random House webster's college dictionary*. New York, NY: Author.
- Webster. (1984). *Webster's new dictionary of synonyms*. Springfield, Mass: Merriam-Webster.
- Zeiger, A. (1973). *Encyclopedia of English*. New York, NY: Arco.



Appendix 1

The Pin Yin and meaning of each Chinese word occurring in the study

漲-similar words		
word	Pin Yin	meaning
漲	zhang	rise; swell
大漲	da zhang	rise sharply
上漲	shang zhang	rise
上升	shang sheng	rise
攀升	pan sheng	rise; escalate
揚	yang	rise; hover
揚升	yang sheng	rise; hover
收紅	shou hong	close higher
跌-similar words		
word	Pin Yin	meaning
跌	die	fall; drop
下跌	xia die	fall; drop
回檔	hui dang	pullback; retreat
拉回	la hui	pullback
收黑	shou hei	close lower
止跌	zhi die	stop falling
壓回	ya hui	pullback
挫	cuo	frustrate
下挫	xia cuo	fall; retreat
重挫	zhong cuo	retreat sharply
急挫	ji cuo	retreat abruptly
下殺	xia sha	pullback
急殺	ji sha	pullback sharply
小黑	xiao hei	lower a little
走跌	zou die	lowering
小跌	xiao die	lower a little

