

Exploring the Microethics of Fansub Communities in Mainland China: A Vignette Analysis Focused on Analytical Ethical Decision-making

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ABSTRACT

The present study examines the microethics (Komesaroff, 2008) of fansub communities in Mainland China, with a focus on Chinese fansubbers' everyday ethical practices. Despite the strong moral dynamics centred around fansubbing, scarce studies have been dedicated to exploring its ethics. Moreover, although previous research touched on various ethical dimensions of Mainland China's fansubbing networks, these still lack empirically-based, in-depth research illuminating Chinese fansubbers' everyday ethical problem-solving. In an attempt to fill these lacunae, this study employs case studies of Chinese fansub groups to explore the everyday ethical situations Chinese fansubbers encounter, their reflective resolution of the situations and their utilisation of contextual ethical resources during the process. Taking Chinese fansubbers' situated analytical ethical decision-making (EDM) as the entry point into their microethical practices, I combine an online questionnaire and a semi-structured interview to elicit research data, which respectively surveys the fansubbers' general experiences of analytical EDM and solicits vignettes of their historical analytical EDM. Interview data were analysed using the thematic analysis method (Braun & Clarke, 2006) in light of a novel theoretical framework integrating analytical EDM models theorised by John Dewey (1922, 1946) and Margaret Urban Walker (2007). Research findings indicate that fansubbing in Mainland China is an ethics-laden activity connecting diverse, morally demanding relationships. During their analytical EDM for tackling fansubbing-related "ethically important

moments” (Guillemin & Gillam, 2004), Chinese fansubbers are influenced by a range of micro-, meso- and macro- moral considerations, indicating the situatedness of their EDM. When establishing contextual moral ends, they are largely guided by the communitarian ethos. While selecting moral actions, they seem to be guided by relationship-particular principles, although they occasionally act against the principles. In addition, they utilise various contextual ethical resources to facilitate their analytical EDM. Overall, the fansubbers demonstrate context-sensitivity, reflective agency, moral creativity and pragmatic spirit in fansubbing-related microethical problem-solving. Moreover, their situated moral cognition has embedded, extended, distributed and affective dimensions.

KEYWORDS: Chinese fansubbing networks, ethical decision-making, ethically important moments, microethics, non-professional subtitling, translation ethics

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中国大陆字幕组微观伦理实践研究：以分析性伦理决策过程为焦点

摘要：本研究以中国大陆粉丝字幕翻译社区的微观伦理（Komesaroff, 2008）为对象，聚焦中国非职业字幕译者的日常伦理实践。尽管粉丝字幕翻译活动蕴含丰富的伦理动态，针对其伦理维度的系统性研究仍较为匮乏。现有文献虽已涉及中国大陆字幕组现象的多元伦理维度，但迄今仍缺乏基于实证方法、深入探讨中国粉丝字幕译者如何应对日常翻译伦理问题的研究。为填补这一空白，本研究以中国字幕组为案例，通过考察字幕译者面临的日常伦理情境、对情境的反思性应对及在过程中使用的情境化伦理资源，揭示其微观伦理实践特征。研究以粉丝字幕译者的分析性伦理决策（*analytical ethical decision-making, EDM*）为切入点，结合网络问卷与半结构化访谈收集数据：前者旨在了解译者在粉丝字幕社区内进行分析性伦理决策的整体经验，后者则用于收集其过往分析性伦理决策的叙事片段。访谈数据基于整合 Dewey（1922, 1946）与 Walker（2007）伦理决策模型的创新理论框架，采用主题分析法（Braun & Clarke, 2006）进行质性编码分析。研究发现，中国大陆的粉丝字幕翻译活动是多重道德关系的交汇点，具有鲜明的伦理属性。在处理字幕制作相关“伦理重要时刻”（Guillemin & Gillam, 2004）时，粉丝字幕译者的分析性伦理决策受到宏观、中观与微观三重道德考量（*moral considerations*）的影响，呈现出显著的情境依赖性。在确立情境化的道德目标时，其主要受社群主义（*communitarianism*）精神的指引；在选择具体道德行动时，其总体上遵循一系列具有关系特殊性的伦理原则（虽偶有背离）。此外，他们通过调用多样化的情境性伦理资源推动其分析性伦理决策的进程。总体而言，中国大陆粉丝字幕译者在微观伦理实践中展现出突出的情境敏感性、反思能动性、道德创造力与实用主义精神，其情境化道德认知具有嵌入性、延展性、分布式与情感化特征。

关键词：中国字幕网络，伦理决策，伦理重要时刻，微观伦理，非职业字幕翻译，翻译伦理