Study on the C-E Translation of Red Tourism Texts: Problems and Solutions

Liwei Zou

School of Languages and Literature, University of South China, Hengyang, Hunan 421001, China

Abstract

The study of red tourism translation has failed to keep up with the development of red tourism in China. There are problems such as language errors, pragmatic errors and improper translation of Culture-loaded words in the translation text. It is proposed that text type theory can be used to guide the red tourism publicity translation, and the translation methods such as literal translation, imitation, and recreation can be used to translate the publicity text.

Keywords

Red Tourism Translation; Text Type Theory; Translation Methods.

1. Introduction

With the progress of economic and cultural globalization, the tourism industry has entered a new era. In recent years, China has achieved sustained and rapid development of tourism. Correspondingly, more studies focus on tourism translation in the academic circle. Since China issued *The Outline of the National Red Tourism Development Plan* in 2004, the research on red tourism translation has become a new trend. Red tourism serves the role of "soft education" of China's revolutionary tradition and patriotism. While allowing the tourists to enjoy a good time, the publicity text will also deepen their understanding of revolutionary history, and the connotation as well as spirit of revolution. However, the translation of red tourism text is not yet satisfying and cannot keep up with the pace of the development of red tourism in China. There are many translation problems to be solved urgently.

2. Problems in Translation

Red tourism refers to the tourist activity with visiting ruins, memorial halls and office places in the revolution as the main content and receiving the education of patriotism and the revolutionary traditions as the main purpose (He Sheng & Zou Liwei, 2021). However, the English translation of red tourism text in most areas has not attracted enough attention from the government and scholars. Some red tourism attractions lack the English translations. Even though they are equipped with English versions, the translations are not satisfying and even misleading. More often, the translations fail to serve their role of "publicity" and "communication", not to mention inducing resonance among foreign tourists. Due to the differences in social-economic system, cultural values and language expression between China and English-speaking countries, the English translations of red tourism texts have presented many problems to be solved, as shown in the following part.

2.1. Language Errors

Language errors are the most careless errors, including spelling and grammar mistakes, mostly due to the negligence of translators or producers. For example, spelling mistakes include wrong capitalization, omission or misplacement of letters, or fabricated words. Common grammatical

errors include the mix of singular and plural forms, misuse of tense and prepositions, improper voice, etc. There are numerous examples of such language errors. Although this kind of mistakes won't cause much misunderstanding for overseas tourists to understand the introduction of the scenic spot, the message behind the wrong translations, such as low English proficiency, carelessness and lack of professionalism and responsibility will seriously harm the image of our country. Fortunately, language errors are the easiest to detect and correct, as they can be avoided if only the part involved can check and double-check the translated texts carefully and diligently.

2.2. Pragmatic Errors

In cross-cultural communication, due to the differences in language expression, culture and customs, some Chinese Culture-loaded words lack corresponding expressions in western language. It is common for people to notice pragmatic errors in the English translation of red tourism texts for this category of vocabulary. Take the incorrect translation of "革命老区" as an example. If this term is literally translated into "old revolutionary area", it would be too rigid and wrong, because the adjective "老" in the Chinese expression does not mean the time sequence of the establishment of the revolutionary site. Instead, it highlights the status of the area as a "red revolutionary base", which might be a better translation.

2.3. Culture-loaded Words

Red tourism is an activity carried out around the regions and locations with historical significance in the war against Japanese aggression of the Chinese nation, in which the rich red culture and revolutionary spirit were formed. Red tourism has an obvious political nature that one of its gist lies in learning revolutionary spirit, receiving revolutionary education and understanding revolutionary histories (Yan Fengxia, 2019). Therefore, one of the difficulties for the English translation is the unique Culture-loaded words. Tong Xiuwen (2016) takes the English translations found in the site of Zunyi Conference as an example. He first classified the Culture-loaded words into five categories, namely "person, organization, position & title, place and historical event". Then he proposed that the translation of culture specific terms should adopt the four principles of "authority, correctness, standardization and consistency". For example, "中国工农红军" has been translated differently into "Red Army", "People Liberation Army" and "the Chinese Workers and Peasants' Red Army". It is suggested that the translation given by certain authoritative dictionary should be adopted and standardized. In view of the different versions of Culture-loaded words, the relevant organizations including administrative sections should standardize the English translation of proper names like "Sun Yat-Sen", "Mao Tse-Tung", and "Chiang Kai-Shek", to observe the pronunciation norms of English.

3. Theoretical Framework

As to the aspect of translation strategy or principle, it is proposed that the Text Type Theory plays an important role in the translation of red tourism texts. Peter Newmark, a world-renowned translator and theorist, further deepened the textual theory and proposed different translation strategies and methods based on the essence of Rice's theory of text type. He divides all texts into six categories according to the main functions: expressive, informative, vocative, directive, persuasive and descriptive, and points out different text functions entail varied translation strategy and method.

Different text functions may adopt semantic translation and communicative translation strategies. For example, authoritative speech and serious literary works are expressive texts, which require semantic translation, faithful to the language style and meaning of the original text. Informative texts are ones that tend to include encyclopedia knowledge, with the purpose to convey the authenticity of information. The translator then has a certain degree of freedom

and can modify the original text in order to convey real information to the target readers. The vocative texts in its essence prioritize readers, which is intended to call on readers to think, feel or take actions at the wish of the author. Informative and vocative texts mainly require communicative translation methods.

4. Translation Methods

Red tourism discourse is multifunctional, as it has the functions of instruction, information and description. However, the ultimate purpose of the texts is to enhance the appeal of the scenic spots through detailed description and rich information. Translators should consider the potential customers' interests and acceptance level. Appropriate translation methods based on dynamic understanding and flexible processing need to be adopted in order to achieve the goal of effective communication.

4.1. Literal Translation

Literal translation is a preferred translation method if it can truly represent the original text and its connotation. In this way, the original text and the translation can maintain corresponding consistency in both content and form, which not only transmits the information, carries the cultural connotation, but also maintains the language style and enables the target readers to empathize with those who speak the language of the original work. For example, "韶山，中国红色革命的试验田." Can be literally translated into "Shaoshan--the test field of the Red Revolution." The color "red", sometimes like in Chinese traditions, is related to something happy or festive, such as the expression "red-letter day". But most of the time, it has the connotation of "bloody, dangerous or violent", such as "red battle". The literal translation of "red revolution" can achieve the best correlation between the cultural information of red tourism text and the cognitive context of the target readers.

4.2. Imitation

Imitation refers to the rewriting process during translation, according to the text-type and main characteristics of the original work. It focuses on the transmission of the original meaning rather than the translation of vocabulary or sentence patterns. In other words, in order to achieve effective communication, the translator should adjust the expression, word order and sentence structure in the translation in line with the English ways of expression, thinking mode and reading preference. Translators should not only overcome the language barrier, but also cross the cultural gap, especially in the translation of red tourism materials, in which the language features strong political nature, such as "bourgeoisie, proletariat, socialism, fighting for communism". After all, these words are likely to be incompatible with the values and beliefs of the target readers, which will affect the acceptability of the translation. For example, in the brief introduction of 蔡和森, one of the founders of the Communist Party of China, it is said that Cai Hesen "立党为公、勤政清廉、谦虚谨慎、联系群众、严格自律，永葆共产党人的本色". If these four-words expressions are translated word by word, the translation will become cumbersome and obscure. On the contrary, if the translator adopts the method of imitation and avoid sticking to the order and format of the original text, the information and connotation of red culture would be better conveyed, as is shown in this statement "He firmly believed in the idea that the Party should be built for the public and the government should be clean and transparent. He was modest, self-disciplined and in close ties with the masses, remaining a true Communist."

4.3. Recreation

"Recreation" refers to a translation method in which the translator abandons the meaning and form of the original text and reprocesses the original text creatively in order to achieve a

specific translation purpose (Xiong Bing, 2014). In the process of translation, the translator should not only meet the expectations of the target language readers, but also pay attention to the expected function of the translation, optimize and integrate the translation with the highest degree of adaptability. After adapting to the cultural and ecological features of the original text, the translator should make choices correspondingly to meet the expectations of the target language readers and realize the communicative purpose of the source language while retaining as much as possible the language features and cultural nature of the original work. Therefore, the information that is useless or of little use to the target readers should be deleted or simplified by omitting redundant words, to achieve the purpose of communication in translation activities. Take the statement "'有朋自远方来，不亦乐乎',伟人故里欢迎您的到来." as an example. In the original text, "it's a pleasure to have friends from afar" is a common saying reflecting the hospitality of the Chinese people. The information it provides, like the next sentence, welcomes tourists. Translating it completely is of little significance, and even damages the informative function of the translation. A simple translation like "Welcome to the Hometown of Chairman Mao!" not only completely conveys all the information, but also succinctly and vividly achieves the communication purpose of the information transmission of the original text.

5. Conclusion

In a word, the translation of red tourism text is a cross-field research and practice closely related to the theory of intercultural communication in linguistics, translation and communication. In order to avoid the common translation errors, different translation methods are proposed under the guidance of text type theory. With the deepening of the study on red tourism translation, it is imperative to build a good publicity translation ecosystem. Relevant discussions will also help China's red tourism culture continue to reach out and enable more overseas tourists understand China's red revolution process and cultural connotation. In addition to focusing on the text, the future research should also carry out in-depth discussions from different perspectives, to provide a broader vision and more effective research methods for the study of the translation of red tourism text.

Acknowledgments

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