

Subtitle Translation of Zhangjiakou City Winter Olympic Video under the Guidance of Skopos Theory

Teng Tian

School of Foreign Languages, Minzu University of China, Beijing 100081, China

Tina043825@163.com

Abstract

From 2008 to 2022, from the Summer Olympics to the Winter Olympics, two Olympic events have ignited the enthusiasm of the Chinese people. Zhangjiakou, the co-host city of the Winter Olympic Games, has been recommended to the whole world through the video. High-quality subtitle translation plays an important role in building the city's image and showing its charm. Through the theory of Skopos theory, the author will study how to translate the subtitles of Zhangjiakou city promo video, and propose the translation strategies and translation effect under the guidance of Skopos theory in terms of translation strategies from the grammatical and rhetorical perspectives.

Keywords

Zhangjiakou City Winter Olympic Video; Skopos Theory; Subtitle Translation.

1. Introduction

The success of the 2022 Winter Olympic Games has brought Zhangjiakou, the host city, more and more attention. Because of the Winter Olympics, Zhangjiakou has emerged from an unknown city to the international community, and the city video is an important stage to show Zhangjiakou to the world. The city promo video has a strong communicative intent: to raise the city's popularity in order to attract more tourists and increase investment. Meanwhile, its translation is influenced by the language characteristics and cultural differences of the translated audience. Therefore, high-quality subtitle translation is crucial for city video.

The author believes that the translation of foreign promo videos should at least meet the three requirements of accuracy, fluency and appeal according to its inherent characteristics. Specifically, we should strive to achieve the following three points. First, the sentence structure should be rigorous and balanced; Second, the translation should be simple and clear, straightforward and easy to understand; Third, the expression should be flexible and diverse to avoid monotony and dullness. Therefore, the author analyzed the following translation examples in terms of proper noun, Chinese four-character structure and parallelism and antithesis.

2. Introduction of Skopos Theory

Skopos theory originated in Germany in the 1970s and was put forward by Hans Vermeer, a famous German translation theorist. He emphasized the purpose of translation and translation process, and believed that translation is based on the source language, on which the purpose and result of translation are emphasized, and the translation method and technique are determined by the purpose of translation. Vermeer believes that translation is a purposeful intercultural communication activity, and the purpose of translation has a decisive role in the method of translation. In the Skopos theory, the translation methods and strategies adopted differ according to the purpose of translation. The Skopos theory consists of three principles of

translation: the principle of purpose, the principle of coherence and the principle of faithfulness, among which the principle of purpose is the most important.

There are various purposes of translation, but the main purpose is for communication. In other words, translation is mainly about the value of communication in the target reader's common knowledge of the translated text in the context of the translated-in language. Therefore, the translation purpose should be clear, and appropriate methods and strategies should be chosen. The principle of coherence means that the translation should be coherent within the discourse, so that it has a clear meaning in the communication environment of the target language and can produce realistic meaning effects in that environment. The principle of faithfulness means that there is a coherent consistency between the translation and the original text, that is, the translation should be faithful to the original text, but not absolutely faithful, and special translation methods are able to be adopted in special cases.

3. Translation Examples in the Zhangjiakou City Winter Olympic Video under the Skopo's Theory

3.1. Proper Noun

e.g., original text 1: 五千年前, 中华民族的三大始祖炎帝、皇帝、蚩尤在涿鹿县境内由征战到融合, 建立了中国历史上第一座都城——黄帝城。

Translation: Five thousand years ago, the earliest ancestors of the Chinese nation's Yan Emperor, Yellow Emperor and Chi You made peace with each other after years of battles within the territory of Zhuolu County and established the first capital city in Chinese history-- city of Yellow Emperor.

e.g., original text 2: 这里还有长城九边重镇京西第一府——宣化古城, 有全国闻名的长城雄关、关喉要塞——大境门, 有中国现今保存最完整的古代驿站——鸡鸣驿。

Translation: Moreover, there is a city named Xuanhua, which is the nine key defense areas along the Great Wall of Ming Dynasty and is a most important county to the west of Beijing. There are also Dajingmeng Pass, which is a famous impregnable pass in the Great Wall and Jiming Post, the best-protected ancient post.

In the above two example sentences, the translation of proper nouns such as “三大始祖炎帝、皇帝、蚩尤”、“涿鹿县”、“黄帝城”、“京西第一府”、“宣化古城”、“大境门”、“鸡鸣驿” are translated as “Yan Emperor, Yellow Emperor and Chi You”, “Zhuolu County”, “city of Yellow Emperor”, “a most important county to the west of Beijing”, “Xuanhua”, “Dajingmeng Pass”, “Jiming Post”. The translation of these historic proper nouns employs the strategy of domestication. Many historical figures and locations are featured in the promo video, and the translation strategy of domestication was used to preserve the Chinese culture.

3.2. Chinese Four-character Structure

City videos like to use ornate words. If these words are translated directly, the expression will be longer and more complicated, and it will not be easy for foreign audiences to understand. Therefore, the translator chooses to convert these written words into spoken words and make the sentences more concise. short. At the same time, if the subtitles of each picture are too long, it also affects the audiences' word The subtitles of each picture are too long, which affects the audiences' appreciation of the characters.

e.g. Original text 3: 这里将向您展示五大独特魅力, 让您贴身感受大好河山的无限激情。

Translation: You can experience its five unique charms from its beautiful rivers and mountains.

e.g., original text 4: 每年6月至9月, 是草原旅游的黄金季节, 风光秀丽, 气候宜人。

Translation: It is advisable to come here between June and September when the scenery is at its most beautiful and the climate is very pleasant.

e.g. Original text 5: 清康熙皇帝曾在此游浴，是名副其实的皇家御泉。

Translation: The hot spring once received a distinguished guest Emperor Kangxi of the Qing Dynasty.

In Example 3, there are four Chinese four-character structure: “独特魅力”, “贴身感受”, “大好河山”, “无限激情”. Some are deleted in the translation process in order to make the meanings appropriate. For example, the meaning of “独特魅力” and “大好河山” is retained, and they are translated as “unique charms” and “beautiful rivers and mountains” respectively by using the translation method of literal translation. The meaning of “贴身感受” is omitted and literally translated as “experience”. However, “无限激情” is omitted and not translated since the translation already contains this meaning.

In Example 4, there are three Four-character forms: “黄金季节”, “风光秀丽”, “气候宜人”. The meaning of “黄金季节” is implied in the translation, so it is omitted directly. The translation of “风光秀丽”, “气候宜人” is “the scenery is at its most beautiful and the climate is very pleasant. The meaning of the two Four-character words is expressed very concisely in one subordinate clause.

例5中 “名副其实”是指名声或名称与实际相符合，这里因为原文已经隐含了这层意思，所以直接省略了没有翻译出来。

In Example 5, “名副其实” means that the reputation or name is in line with the reality, but here because the original text already implies this meaning, it is directly omitted and not translated.

3.3. Parallelism and Antithesis

Antithesis is a type of rhetoric. It requires two sentences or phrases that are structurally identical or similar in number of words, or essentially so. Parallelism can make the structure of the translated sentence neat and rhythmic to resonate with the listener.

e.g. Original text 6: 这是春赏花、夏避暑、秋观景、冬滑雪的四季旅游胜地。

Translation: It is a tourist resort where you can admire beautiful flowers in the spring, enjoy summer holidays, view beautiful sceneries in autumn and go skiing during winter.

e.g. Original text 7: 让我们在这里共同体验，东方人类从这里走来，中华文明从这里走来。

Translation: Come and experience these unique features of Zhangjiakou.

e.g. Original text 8: 在世界上最大的蒙古包里吃手把肉，喝马奶酒。

Translation: Another highlight is eating hand-served mutton, and drinking koumiss in the biggest Mongolian tent in the world.

e.g. Original text 9: 泡温泉、品红酒，您能在这里度过一生中最幸福的时光。

Translation: Drinking wine while bathing in a hot spring is one of the happiest life experiences here.

e.g. Original text 10: 蔚县自古以来就是代国之故地，千年之古都。

Translation: In ancient times, Yuxian County had once been the capital of Dai Guo for nearly one thousand years.

In Example 7, the phrases “春赏花、夏避暑、秋观景、冬滑雪” forms a parallelism, but it is impossible to retain the parallelism form in the translation to make it consistent. The translator used four different verbs to connect this series of phrases, translating it as “admire beautiful flowers in the spring, enjoy summer holidays, view beautiful sceneries in autumn and go skiing during winter”.

The phrases “吃手把肉，喝马奶酒” in Example 8, and the phrase “泡温泉、品红酒” in Example 9 are relatively similar, so they are explained together. “吃手把肉，喝马奶酒” is translated as “eating hand-served mutton, and drinking koumiss”, which is connected by the conjunction “and” and retains the antithesis form. “泡温泉、品红酒” is translated as “drinking wine while bathing in a hot spring”, which is connected with the conjunction “while” and retains the form of antithesis as well.

In Example 10, “代国之故地，千年之古都” forms an antithesis. Since the meaning of “故地” here is “古都”, the two images are combined and translated as “the capital of Dai Guo for nearly one thousand years thousand years”.

4. Conclusion

The main function of subtitle translation is to let the viewer better understand the content of the video and the meaning that the video is intended to convey. The foreign translation of Zhangjiakou's Winter Olympic city promo video is to let people in English-speaking countries understand Zhangjiakou and improve Zhangjiakou's popularity in the international arena. As a bridge of cross-cultural communication, the quality of subtitle translation directly affects the after-viewing effect. Guided by the theory of purpose, it should first be clear that the overall act of translation is aimed at efficient intercultural communication and ensuring that the viewer can smoothly understand the meaning to be conveyed in the video. Therefore, in the process of subtitle translation, the translator should fully consider the thinking and cultural customs of the target language audience, and pay attention to retaining some special situations in Chinese expressions. Only in this way can we create culture more efficiently and at the same time let the viewers understand the video content better and achieve the purpose of promotion and publicity.

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