A Research on C-E Translation of International Publicity Translation of Xi’an Tourism Culture

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Abstract. The work of International Publicity Translation plays an very important role in city’s tourism publicity for overseas targeted. The method of literature review, comparison and contrast, and on-site inspection are adopted in the research. The researcher collected some translation texts of places of tourist attraction in Xi’an to find some problems in International Publicity Translation, and put forwards what kind of professional quality translators should have in order to improve the quality of International Publicity Translation for Xi’an tourist culture.

Introduction
Xi’an, as the capitals of 13 dynasties, has the longest history as capitals in history. It is also the one of the four ancient capitals in the world and also the one of the birthplaces of Chinese civilization and a cradle of Chinese civilization. Xi’an is also a National Central City, which has a long history. Xi’an has a deep humanistic culture and abundant tourist resources. It is reported that the gross revenue of Xi’an tourism industry is 120 billion RMB in 2016, and the number of tourists reaches to 120 million a year and cover 18% of Xi’an’s GDP. How to give publicity to overseas tourists about Xi’an tourism culture, and therefore, it may improve image of Xi’an as a city of tourist city. The quality of Publicity Translation materials plays an important role in the development of tourism industry. Several scholars such as Epstein Israel, Lin Wusun and others who wrote articles on emphasizing foreign work in international communication, emphasize the importance of International Publicity Translation [1]. Publicity on tourism culture and introduction of places of tourist attraction to overseas visitors are necessary section to promote development of tourism. Good translation texts may contribute to communication of Xi’an tourism culture. Poor translation text will prevent visitors overseas from understanding Xi’an tourism culture. Therefore, the quality of International Publicity Translation will facilitate international communication of tourism culture immensely.

Literature Review
Concept of Tourism Culture and Tourism Culture International Publicity
According to Encyclopedia of China . Human Geography Volume, tourism culture refers the culture of certain nation or country embodied in the tourism practice of certain nation or country from generation to generation, including the cultural morphology such as the sole philosophy idea, aesthetic habits, social customs and habits that only certain nation or country owns. In other words, tourism culture refers special embodiment that is presented in common traditional culture in the process of a trip. Tourism Culture International Publicity refers to Publicity of tourism culture to overseas visitors, including text introduction and publicity materials of name of scenic spots, introduction to scenic spots, tourist commentary, public tourist signs and advertising. Tourism texts are always informative, emphasizing contents and effect of information transfer and tourism texts are vocative. According to Professor Peter Newmark, a famous translator and translation theorist, the main functions of language are expressive function, informative function and vocative function.[2]
Related Studies in this Field at Home and Abroad

Foreigners’ studies in this field are very rare at present and researchers at home in this field can be classified into the following 4 categories: researches on translation strategy about C-E translation of public signs of places of attraction in Xi’an, researches on C-E translation of places of attraction in Xi’an; researches on tourism culture translation strategies, researches on translation strategies of tourism culture international publicity.

Scholar Geli analyzes the reasons that causes errors of public signs in the International Horticultural Exposition 2011 Xi’an from the aspects of language and culture, and puts forward some effects on bilingual public signs to tourist city’s language surrounding building and some solutions to the problems in her paper On Tourist City’s Language Surrounding Building from Error Translation of C-E Translation of Public Signs in the International Horticultural Exposition 2011 Xi’an. Scholar Zhao Xiaoqin analyzes the reasons that causes errors of public signs in C-E translation of places of attraction in Xi’an form aspects of non-standard designation of C-E translation, spelling mistakes, grammar mistakes. However, the author doesn’t put forward some solutions to the problems in her paper Investigation and Analysis on C-E Translation of Public Signs of in Places of Attraction in Xi’an. Scholar Liu Hanbing discusses the inequivalent problems of C-E translation of public signs of places of attraction in Xi’an from negligent errors, disunited words, culture losses and Chinglish. However, the author doesn’t put forwards corresponding solutions to the problems.

Scholars such as Fan Lijun, Zhou Jing, Shi Fade discusses common translation methods of places of attraction in Xi’an from the aspects of language function angle, cross-cultural consciousness and Skopos theory. Shang Yaning, Zhang Yanqing, Weng Xunzhang, and Wen Xian discusses the common translation methods from culturally-loaded words, conveying of tourism information, techniques of tourism culture translation and cultures and customs translation. As to researches on international publicity translation, scholars at home are very rare. Zhu Yiping, Zhang Yin, and Ma Guihua discuss translation strategies from translators’ quality, standard C-E Translation, international publicity of catering industry of Muslim Street in Xi’an.

Reviewing above literature, researchers found that scholars abroad do little researches in this field. Researchers at home in this field mainly do the researches from above four aspects, but they don’t study them deeply. Some of them mainly do some researches about the present situation of C-E translation of tourism culture in Xi’an, and some of them mainly discuss the reasons and they don’t put forward some strategies or solutions. At present, researches on C-E translation of international publicity of tourism culture in Xi’an are still very rare, which is the reason why the author chooses this topic.

Problems Existing in C-E Translation of Tourism Culture International Publicity in Xi’an

Researchers of the project investigated texts of C-E Translation of major Xi’an tourist scenic spots in last winter vacation, including board of brief introduction to scenic spots, direction board, Public Notice of Ticket Price, Notice of Ticket Price, Notes for Ticket Booking, Board of Gardening Artwork, Notice Board, Sign for the Lawn. Researchers find that some C-E translations are very exact, but some of them are not very good and too many problems exist in C-E translations. The following part will analyze the problems that appear in C-E translation texts of Xi’an tourism culture international publicity, aiming to standardize the C-E translation texts of Xi’an tourism scenic spots, and therefore, it may improve C-E translation texts, and we can improve the image of Xi’an tourism culture and we can better give publicity to overseas visitors about Xi’an tourism culture.

Inconsistent in Translation Version

The same designation is translated differently in different places. “Dayan ta” is translated as “Big Wild Goose Pagoda” on the website of Xi’an Tourism Bureau. While “Dayan ta” is translated as “Dayan Pagoda” according to Guidelines of English Translations at Public Places: tourism issued
by Shaanxi government. Researcher thinks that “Yanta” is a proper noun, and it can not be separated during translating. It is reported that when Xuan Zang(a famous monk in Tang Dynasty) visited India, he saw a pagoda named “Yanta” and therefore when he went back to Xi’an, he built a pagoda named “Yanta” in AD.652 in Tang Da Ci’eng temple and built another pagoda in Jian Fu temple which was smaller than the former in Tang Da Ci’eng Temple. According to strategy put forward by Niu Xinsheng, proper nouns should be translated according to its pronunciations, and and common names are translated according to its meaning.[3] Therefore, “Dayanda” should be translated as “Da Yanta” pagoda, which distinguishes from “Xiao Yanta”. In this way we can keep the sound and shape complete when translating designation of scenic spots and we can embody its identity and direction function. “Heritage Site” is translated as “Heritage Site” in one place, and it is translated as Ruins Regional”, which will make foreigners misunderstood. There is a sign at the entrance of Tang Da Ci’eng Temple, saying “North Entrance”, but there is another sign which points to same direction, saying “North Main Entrance”, which will misleads foreign visitors and make them think “North Entrance” and “North Main Entrance” are different entrance. But in fact they are the same entrance.

Too Many Spelling Mistakes

There are some spelling mistakes in the board of introduction to Da Yantan Pagoda, and “pagoda” in the third paragraph of introduction is misspelled “pogoda”, and “Wu Zetian” is misspelled “Wu Ze Tian”, “Zetian” in The name “Wu Ze Tian” should not be separated according to international name spelling standard. The sign of “Underground Palace” in Tang Paradise is misspelled “Underground Place”. Obviously, “Palace” in “Underground Palace” is misspelled “place”. The similar mistakes appears in the eighth miracle in the world- Emperor Qin Shihuang’s Mausoleum and the Terra-cotta Warriors and Horses Museum. “Lintong” is misspelled “Lin Tong”, “Xi’an” is spelled “xi’an”, while “Shaanxi Province” is spelled “Shaanxi province”. There is introduction about Dark Pass in Cuihua Mountain National Geo-park. There is a sign at the road of the mountain saying “The path is dangerous on the high mountain, be careful pleas. There are two mistakes in this sentence. Obviously, “ous” is unnecessary in this sentence. “Please” is misspelled “pleas”. There is another example of misspelling mistake in Cuihua Mountain National Geo-park. “Getting through dark pass, you’ll know the would.”There are two mistakes in this sentence. Obviously, “Dark Pass” is a proper noun and the first letter should be in capital, and world is misspelled “would” and researchers can find many similar mistakes in this scenic spot.

Too Many Grammar Mistakes

① Subject and predicate are inconsistent. There is C-E translation of introduction to “Red gold wandering Loong”. “Its original height was 2cm and made from pure gold”. The subject of “made from” is “its original height” instead of it. Therefore, it is an obvious mistake. There is another mistake in this sentence. The predicate “made from” is not proper, because “make from” usually describe something which we cannot see its material. Here the predicate should be made of. The correct version is “Its original height was 2cm and it was made of pure gold.”

② Serial verb constructions and propositions are misused in the sentence. There appear Serial verb constructions and preposition mistake in the board of introduction to Da Yanta. E.g.: 1. There were 300 monks and priests lived in the temple. Verb construction appear in this translation, and “lived” should be corrected as “living”. 2. In 4 March 1961, the state council decided that the Da Yan Pagoda must be protected as one of the most important historical monuments. The preposition “in” should be corrected as “on”.

③ Comma splice is very common in C-E translation. There are several continuous commas in sentences in Chinese expression. However, two sentences cannot be linked by a comma without conjunctions in English. This phenomenon is called negative transfer of mother tongue. Translators put Chinese grammar structure into English, but Chinese and English are two sets of different language systems. English shows the characteristics of hypotaxis, while Chinese values parataxis. American translator doctor Nida figures that the most important difference between Chinese and
English is comparison between hypotaxis and parataxis.[4] There is an introduction of C-E translation to a well in Office of the Eighth Route Army in Xi’an. “This well was a bitter well, comrades used it to wash clothes and vegetables, Drinking water must been carried from Tian Shuijing nearby Westgate.” There are 3 mistakes in this translation. First of all, two sentences are connected by a comma; secondly, there is a capital letter in Drinking water; thirdly, “been” can not be placed modal verb “must” and this sentence should be in passive voice. Correct version should be “This well was a bitter well, which was used to wash clothes and vegetables by comrades and drinking water must be carried from Tian Shuijing nearby Westgate.”

Serious Phenomenon of Chinglish in C-E translation

There are words like “Provide Audio Guide” in many scenic spots. There is no subject in such kind of C-E translation which is translated word by word, and it is typical Chinglish version. The correct version should be “Audio Guide(is) Available”. In addition, C-E translations as to sign for lawn protection are various. E.g.: “Grass is smiling, Please do not close”, and “Please Take Care Of Flowers and Grass”. However, the above two sentences are not very genuine, and the correct version should be “Keep Off the Grass”. Public signs are brief, conventional and intertextual. [5] Therefore, public signs like above should be translated both accepted by westerners and Chinese, brief and united.

Functional Translation Errors

Polite strategy is not applied by translators in the process of C-E translation. “Translation is not simple interlingual transfer and code switching but a real pragmatic problems of inter-lingual and cross-cultural communication.”[6] Polite strategy is an important principle in pragmatics and is also an important principle which should be abided by in the process of translation.[7] Polite strategy should be abided by in the process of tourism translation, especially in translation of public signs by translators, therefore, avoiding hurting audience and readers. For e.g.: “The old people” should be translated as “the elderly” or “senior citizen” instead of “the old”.

Professional Qualities for Translators in C-E Translation of International Publicity

Researcher figure that professional translator should have the following professional qualities in the process of translation as to some problems appeared in the investigation of C-E translation of Xi’an tourism culture international publicity.

Attitudes of Earnestness and Responsibility that Translators Should Have

C-E Translation of International publicity is good means for foreigners to know Chinese culture. “The foundation of C-E Translation of International publicity is to maintain and demonstrate image of our country” [8] Therefore, translators should have basic professional quality and should be earnest and responsible in the process of translation, avoiding lower mistakes such as spelling mistakes, capital error, grammar mistakes, punctuation etc.. Translators should cannot translate their work roughly and not be responsible for their work. They may pick up the dictionary, refer to some books or council some experts during the translation to make sure the quality of translation.

Solid Language Base and Basic Skills that Translators Should Have

Translators should constantly improve their own bilingual-language standard and they will not be affected by their mother tougue. They should abide by English thinking mode and grammar rules, avoiding grammar mistakes such as comma splice, run-on sentence. For e.g.: Noodles like belt, Guokui like pot, Pepper is a dish, Wanpen difficult to separate, Wearing a handkerchief, Cover half of the house, Did not stools to sit up and squat, Shaanxi Opera to roar. These silly mistakes should be avoided.

Cross-cultural Consciousness that Translators Should Have

Chinese and English are two different languages and the culture implied are quite different.
Therefore, translators should think about some factors that may influence difference between China and Western countries in the process of translating. Translators cannot translate some articles word by word according to Chinese thinking mode. E.g.: “Free Lounge” is translated as “Free provide lounge for visitors”; “Free Information” is translated as “Free provide oral and writing information”, Tour Guide Service” is translated as “Provide guide service”; “Medical Aid” is translated as “Provide medical aids service”. Translators should abide by “three principles of adherence in publicity-oriented C/E translation” which is put forward by “Huang Youyi”, and try their best to close to foreigner readers’ demand and thinking mode.[9]

Basic Translation Theories and Translation Strategies that Translators should be Good Command of

Translators should have profound translation theory knowledge such as Newmark’s theory of “Text- Centered”, Vermeer’s “Skopos Theory”, Nida’s theory of “Functional Equivalence”, Yan Fu’s theory of “faithfulness, correctness and elegance”. Meanwhile, translators should adopt different translation strategies such as: literal translation and free translation, domestication and foreignization, amplification, omission, conversion, repetition, inversion, negation, division, subordination etc..

Limitation of the Research

Researcher doesn’t collect enough C-E translation materials toward Xi’an tourism culture international publicity and the researcher only collects some materials in Xi’an city, lacking some materials from counties and districts of Xi’an city. Therefore, the problems may not stand for all problems, which is the limitation of this research.

Future Research Prospect

The future researchers may find more C-E translation texts as study subjects and explore further in new research fields.

Summary

How to make foreigners know China and Chinese culture well, and texts of international publicity will play the role as the bridge. Nowadays, although there exist some problems in C-E translation of Xi’an tourism culture international publicity. However, many experts and scholars has realized these problems and some standards of C-E translation in public service fields has been issued by Shaanxi government and state. Shaanxi Commission for the Management of Language Use and the municipal foreign affairs office are united by the government and supervise and standardize usage of language. With improvement of C-E translation of international publicity, international communication about Xi’an tourism culture will be enlarged further.

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