Chinese and Foreign Film and TV Drama Translation from the Perspective of Cross Cultural Communication

Hui Cui

Abstract

Chinese and foreign film and cultural exchanges, the translation is necessary to ensure the realization of information across language barriers to effective communication. Particularly TV drama text language determines the TV drama translation from other forms of translation particularity. According to the analysis of the specific case, we discussed the basics of film and television drama translation. In recent years, foreign film and television works more and more popular in China, Subtitling received more attention. Filmography is an important medium for intercultural communication that subtitling has a very important role in cross-cultural communication. By analyzing the subtitle translation of particularity, we propose the appropriate translation approach. News translation is an interlingual intercultural communication activities and news translation there are a lot of cultural barriers that improper handling will seriously affect the effect of news media, and even misleading. News translator should understand the source culture, and appropriate use of domesticating translation strategy interpretive translation means to overcome cultural barriers in order to achieve intercultural communication.

Keywords: Intercultural Communication; Filmography; translation; Perspective; English works

1. INTRODUCTION

Features language determines strategies and methods of translation. TV drama dialogue language is not self-contained system, but as an integral part of the work, in the context of the multiple constraints play, emotions and create artistic images function. TV drama translation task is to convert the language and translation. Language differences and context of conditionality to translate language conversion caused a lot of obstacles. How to cross these obstacles in order to achieve its objectives is the fundamental problem to be solved TV drama translation.

TV drama belongs to the mass media, through the translation of fundamental mission is to make language conversion works were conditions of intercultural communication. Objective to study the film and television drama translation is to reveal the artistic language conversion, so that translated to better serve the public.

News Translation is the application of stylistic special kind. Although it is not a translation, but it has some of the characteristics of literary translation, involving a large number of social, political, and historical and cultural background, the process of translation the translator translator's subjectivity to play in ensuring the accuracy of the information of the case, trying to cross cultural barriers to and achieved good results.

News translation practice, Chinese and foreign cultural differences is widespread, and thus the news the translator often encounter cultural obstacles, how to overcome these cultural barriers are an unavoidable issue. From the perspective of intercultural communication, we

\[\text{Wuhan Donghu University, Wuhan, Hubei, 430212 China}\]
analyzed news translator to overcome cultural barriers in the English translation practice some strategies.

With the rapid development of the global economy and society as well as Internet applications, and Western cultural exchanges between the countries become closer. Large number of foreign film and television works into China. Filmography is an important means of intercultural communication plays an important role in cultural exchanges. However, due to language and cultural barriers, people cannot fully understand the foreign works, so people began to focus research on subtitle translation.

Generally, people understand the subtitles of foreign films and TV bridges, so the translation of film and television work has an important significance. Successful subtitling can help us better understand the culture of work and strengthen cultural exchanges between different countries.

Translation of the original meaning of understanding, far from being a simple language to understand the problem and language is part of culture, it is being affected by cultural influences and constraints. In the process of translation, the translator of the correct understanding of certain words or not, depends largely on his understanding of the relevant culture. For translators, there is no comparative knowledge of the two cultures cannot correctly understand the meaning of spoken and written languages. However, in most cases, we cannot find roughly equivalent expression in Chinese and news translator in peacetime as much as possible about the reserve source culture knowledge, this translation when you can handy. Second, to enhance the cultural insight, deliberately prevent cultural misunderstandings, discover cultural differences. In addition, news translator News Translation practice should be kept seriously.

It should be noted that the translation of the screening, deletion, changing the title more translated by the editorial staff to complete, rather than the translation himself. But here we should translators and editors as a collective translator, the final presentation in front of the reader of the translation of their collective labor.

In summary, the major responsibility translator News in English news translation work should be adhering to the rigorous and realistic attitude and in-depth understanding of cultural background knowledge, using various means to overcome cultural barriers to naturalization, in order to achieve the purpose of the translation.

2. Subtitling particularity

Subtitle translation and translation of literary works have much in common; we can say that Subtitle translation is part of literary translation. But the film subtitle translation has its own unique properties, comprehensive, popular, no note of, and so on.

A. Letters transient

Here it can be understood as transient nature of time and space constraints. In terms of time, by the time limit subtitles sound and images. From the point of view of space, the space occupied by the subtitle screen size and lines to decide. If the title is too long, it will affect the expression of the effect of the movie. Therefore, the translator subtitles, use concise form.

B. Popularity language

Filmography is an art for the masses, its audience is the whole audience that due to the different education and understanding of each person, when people watch television role encounter various problems. Therefore subtitling goal is to help people understand the different cultures of the products, understand the meaning of film and television works, therefore, when
the subtitle translation, the translator to use plain words, while fully express the content of the work.

C. Cross-cultural dissemination

Each film and television works are carrying certain areas and socio-cultural history. Film and television work is a cross-cultural communication. Because of the cultural differences between countries, the audience cannot understand the different cultural factors. Subtitling therefore should pay attention to cultural factors.

Filmography countries are the important medium for intercultural communication at present, so the subtitle translation is very important. And other translated in different forms, Subtitle translation source text and the purpose of the text simultaneously, thus subtitling is limited in time and space. During subtitle translation, the translator should adopt appropriate translation strategies and methods. In the Select translation strategy is also subject to certain principles.

![Figure 1. Intercultural Communication.](image)

3. AVOID CULTURAL BARRIERS

Tam Hei said: "The translation of the original meaning of understanding, far from being a simple language understanding problem of language is part of culture, it is being affected by cultural influences and constraints...in the process of translation, the translator to understand certain words. Is correct or not largely depends on his understanding of the relevant culture. For translators, there is no comparative knowledge of the two cultures, it is impossible to correctly understand and express language of." Engaged in news translation for people who understand the source language is essential for the national cultural quality of the translation. Due to the huge news audience, cultural misreading sometimes has serious consequences. For example, since the early translators are not familiar with American culture, the Times Square mistranslated as Times Square, this translation is then repeatedly used the people, since the square many tourists, often held large-scale activities, and therefore an important position, often in the news in English involving many domestic and Chinese Press translator is unthinkingly translated as "Times Square." If you look at the history of the square, it is not difficult to find this is an example of mistranslation.

Look at an example. September 2005 "Reference News" newspaper translated the article about the Northern Ireland peace process messages from Reuters, mainly since 1998, signed the "Good Friday peace agreement" since the Northern Ireland Protestants marginalized. There is such a translation.
A. The compilers means

Application of the translation often gives the impression that as long as the original translator but not too much information passed to the target language reader can, without undue create translator. However, the function of the news media is not limited to the transmission of information.

Who actively promote gay rights is now able to take advantage of people's fear of the spread of AIDS to win greater control space, including winning more recognition from the government. For example, it was estimated that China currently has up 300 sites concerned with gay-related topics.

By contrast, difficult to find, the last two sentences of the original English is not entirely objective and impartial report the facts, but accused the country's human rights situation and censorship. This is obviously inconsistent with our ideology; it was deleted and translation is a sex object, especially news translation, and therefore considers the target culture and ideology and the use of some means to translate compiled object is understandable. Vivian think mass media have didactic function. Any newspaper has its political leanings, seemingly objective reporting actually reflect the people's will sponsor the newspaper to some extent. Similarly, China's news translation is inevitably political inclination, and the media need to educate the masses, public opinion functions to adapt. If overseas information indiscriminately while without being processed, all presented to readers, some articles may play the role of negative publicity.

In summary, the major responsibility translator News in English news translation work should be adhering to the rigorous and realistic attitude and in-depth understanding of cultural background knowledge, using various means to overcome cultural barriers to naturalization, in order to achieve the purpose of translation.

B. Text feature media

TV drama drawn from life, it is the public dissemination of the object, so the play's language must first be recognized and accepted by the public, which is public property. Life is colorful, the discourse is bound to be diverse, which is social. The characters dialogue both informal conversation, there are a variety of formal register, the general performance of the fragments, they are often subject to multiple stylistic norms and contextual constraints, this is the context. TV drama is performing arts, dialogue is different from the usual words, but through art processing and audio performance, with a visual aesthetic features, this is the dramatic.

These aspects are the nature and functions of TV drama starting on the general description language film and television drama, as a general property. These are the starting point for understanding the basic characteristics of the TV drama translation studies, because these characteristics determine the dialogue translation of movies and television must have the same characteristics, that is, public sex.

However, these features through what expression are manifested? Or that the quality of the translation is to get tested through what channels? The answer is only one that is audiovisual. All of these features only work is to watch the time to be reflected. Similarly, to examine "Translation" is not convey these characteristics, and only when people appreciate the dubbing works to be verified.

C. Information Spreading

TV drama dialogue translation is intended emotions and the goal is to get the audience to understand the basis of aesthetic enjoyment on. For this purpose, the translation must be done standards, but also with artistic expression, that is, must have a certain literary talent. From the
perspective of the spread of the language, the film and television drama through the dissemination of the knowledge translation, communication, interaction art communication and other functions, to achieve their own language conversion value.

First, a wide range of topics of film and television drama, the characters discourse contains a wealth of knowledge and information, covering all aspects of social life, through faithful translation, Means accessible, accurate and clearly convey to the audience a variety of knowledge, mass media play function. Film "Marie Curie" contains a large number of physics, chemistry and other scientific knowledge, and the discovery process and principles related to the element radium, and other professional information.

Second, the exchange of Chinese and foreign film and television drama has cross-language, The basic properties of cross-cultural translators in dealing with cultural information should be a high degree of cross-cultural awareness and sense of responsibility, and actively mobilize all artistic language conversion means, give full play to the role of a bridge.

For example, animation "Small rescue team "inner "Fireman Song", Melodious English lyrics, but the sentence has become Subtitling scattered vernacular. Imagine, cartoon spread objects are children, develop children's sense of rhythm is the language of the mass media on their responsibility cartoon translator should bear this responsibility.

4. CONCLUSION

TV drama particularity determines the language of film and television drama special translation feature. This particularity not only in the thinking process in the translator, also performance on the specific means of expressions, since the interaction of sound and picture unity and linguistic differences, the translator must be a paradigm shift in order to truly understanding of the original meaning, And then find the right way to achieve expression effective dialogue with the audience translation. In the future, more issues will be considered.

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