

Study on the Translation Strategy of Public Signs in Scenic Spot -- Take Zhuhai Dandan Island as an example

Yuyan Zhou, Suihong Guo*

Guangdong Ocean University, Zhanjiang, China

*Corresponding author: lilychowbaby@foxmail.com

Keywords: Island tourism, English public notices, translation strategies

Abstract: The development status of the public language is not perfect, at present, there is only Chinese public language on the island, and there is a great lack of Chinese-English translation of public language; with the development of China's economy, the strategic position of Guangdong, Hong Kong, Macao and the Greater Bay Area in China and the world is increasingly prominent. However, judging from the current situation of each island scenic spot in Zhuhai, the internationalization level of island tourism is still at a preliminary stage, and if we do not pay attention to the translation of public notices in tourist attractions, it will not only bring inconvenience to foreign tourists, but also directly affect the tourism image of Guangdong, Hong Kong, Macao and the Greater Bay Area. This paper analyzes and discusses the strategies to strengthen the standardized translation of English public notices of major scenic spots and attractions in the island area from multiple perspectives of ecological translation theory and communicative translation theory, so as to elaborate a bilingual public notice system for island tourism scenic spots and promote the image of Zhuhai island city and the status of scenic spots.

1. Introduction

In recent years, the important strategic position of Guangdong, Hong Kong, Macao and the Great Bay Area has gradually come to the fore, and coastal tourism is the most important pillar industry among the 12 major industries of China's marine economy, and its contribution to the growth of China's marine economy has been increasing since 2003, from 9.25% in 2003 to 27.57% in 2019, of which island tourism is a key part. Located at the junction of Lingding Ocean and the Pacific Ocean at the mouth of the Pearl River, 2.04km from Hong Kong and 7.41km from Shenzhen, Dangan Island has become the gateway to the sea in the Guangdong-Hong Kong-Macao Greater Bay Area with its unique geographical location. Therefore, it is especially important to popularize the translation of the public language in the scenic spot of Tanji Island. How to spread Chinese culture through translation and create a unique Chinese tourism business card has become a common focus of the domestic translation academic community. In his book "Chinese-English Translation of Public Notices", Professor Lv Hefa summarized the functions of public notices ^[1]; Hans Vermeer's theory of purpose holds that translation is not a simple conversion of information based on the original text, but a complex, cross-cultural and cross-linguistic communicative act. He argues that "translation means translating for a specific recipient, in a specific context, for a specific purpose. The three laws that

should be followed are: the law of purpose, the law of coherence and the law of fidelity, which are inseparable and distinct from each other." [2] However, there are not many research results, a short research history and few case analyses on the Chinese knowledge network so far that use ecological translation science and functional translation theory to guide the translation of island tourism public language. In view of this, this paper discusses the translation of the public language of island tourist attractions based on the previous research on public language from ecological, communicative and functional translation theories, and takes Zhuhai Dangan Island as an example. In the narrow sense, the public language refers to the language and words that provide information service or regulate the behavior of domestic and foreign tourists, including road signs, street signs, signboards, indications, slogans, warnings, etc.; in the broad sense, the public language also includes the introduction of attractions in addition to the above-mentioned contents. As a distinctive identifier in the attraction, the public language helps the island tourist attractions and island culture to go out of China and into the world. The translation of the public announcement language of the island tourist attractions reflects the spiritual civilization style and national charm of our country, and also directly affects the development of China's red tourism industry and the spread of red culture.

2. Public announcement language function

The public language is mainly divided into five functions: instruction, indication, restriction, compulsory and propaganda, which have important significance and role in the "going out" of scenic spots.

2.1 Indication function

It is widely used in tourist attractions, commercial places, sports and cultural facilities, health facilities, foreign-related organizations, neighborhood names, etc. It is widely used in noun structures or abbreviations to show specific information directly and accurately, so that people can understand it at a glance. For example: Information(问询服务), Car Rental(租车服务), Travel Service(旅游服务), Drinking Water(饮用水)

2.2 Prompt function

These public signs only play the role of prompting, and are widely used in public facilities, traffic signs, etc. The choice of words and phrases is varied, and words that can directly express the function of prompting can be used, for example, signs at construction sites and sales offices in scenic spots: Sterilized (已消毒), Wet Paint (油漆未干), Sold Out (已售完), Explosive (易爆物品).

2.3 Restricted function

This kind of public notice puts forward restrictions and limitations on the behavior of the relevant public, using a lot of verbs and verbal nouns, with straightforward language, but in a euphemistic tone, without making people feel tough and rough, for example: Give Way(让路), Stand in Line (排队等候)No Photographing (严禁拍照), No Tipping (谢绝小费), Keep Silence (保持安静), No Dog Pooping(严禁狗便)

2.4 Mandatory function

These public notices require the public to take or not to take certain actions, because failure to do so may result in dangerous consequences, so the language is straightforward, strong, non-negotiable,

often directly using a strong tone of verbs, and a lot of use of imperative sentences, for example.

Don't Walk (禁止通行)Do Not Disturb (请勿打扰), Keep Off The Grass(勿踏草坪), Handle With Care (小心轻放), Beware Pedestrians (注意行人)

2.5 Publicity function

Such public notices play a role of propaganda and call to action for the public, and are generally expressed in sentences, such as Let you know the world (让您了解全世界), Green London, the low carbon capital(绿色伦敦, 低碳之都), Better city, Better life(城市, 让生活更美好), Your safety, my responsibility(您的安全, 我的责任)

3. The current situation of the public language of Dangan Island

The island is divided into three parts, namely, Dangantou, Danganzhong and Danganwei, with the boundaries of "Xianrending" and "Shichongpo" for sub-regional development. As the center of economic activities, Dangantou has good supporting infrastructure and is the tourist carrying area for the original ecological tourism of Dangantou Island; Dangantou Central is the ecological protection center, the core area of Dangantou Macaque Reserve, and also the core area for tourists' sightseeing; Dangantou area is rarely traced by people and is not disturbed by human beings, and has good ecological development, so it retains complete ecological diversity and has a large number of rare plants and animals inhabiting it. It is the largest island in South China. Dangan Island is the habitat of the largest macaque population in South China. The unique enclosed environment allows for a pure population of macaques. The ruins of old barracks and air-raid shelters can be found everywhere on the island, and through repair and renovation, they can be turned into red cultural tourism products, building patriotic education bases and promoting the development of red cultural industries. The site of the "Great School of Mao Zedong Thought for the Military", which was built in 1972, is located in Danganwei, with the school motto "Learning Mao Zedong Thought" as the platform to remind local residents to follow the Party's guidance and not forget the original intention, and to "Be vigilant and defend the country". To promote Mao Zedong Thought and the culture of the Red Army, the school's motto of "Be vigilant, defend the motherland" is used to raise the patriotic awareness of the residents and strengthen their confidence in defending against foreign enemies. However, there is a lack of public signs for red attractions in the macaque scenic spot, which makes it lack the motivation to make the scenic spot into an international business card.

4. Analysis of translation errors of public signs

4.1 Inappropriate wording, context does not match

Improper wording errors are mainly caused by the translator's misunderstanding of vocabulary or inappropriate word choice, and may also be caused by machine translation. Written texts are required to be a good deal more explicit in the signaling of meanings than spoken texts are due to this. The consequences of this error are particularly pronounced due to this point. For example, in the neighboring island of Dangan Island, the air-raid shelter of Lingding Island, which has a high degree of scenic development, should be marked "文明参观" instead of translating into "Civilized visit", because the word "Civilized" actually means "enlightened, non-barbaric", which is not equivalent to "civilized" in the original context, so it should be translated as "Well-mannered visit". Secondly, many scenic spots also have the phenomenon of wrongly translating exit as export, which is the consequence of not knowing English and using machine translation indiscriminately. There are also

contextual errors, as there are also confidential military training bases on Dangan Island, and due to the influence of factors such as English-Chinese language and cultural differences, the English translation of public notices is prone to incomplete or mistranslation of the source language information, so it is necessary to combine the contextual background of Chinese public notices and specific occasions, and pay attention to distinguishing the connotation and denotation of words. 请勿在此停留, whose translation is "please do not stand here", can be translated into the suggestive slogan "Caution: Do not stand here", meaning that it is dangerous to stay here, not that you cannot stand here.

4.2 Rigid and direct translation, Chinese English

These two phenomena are particularly prominent in the English translation of public notices. The more common of the two errors is Chinese-English. For example, the public notice of Sanjiang Da Dong Village scenic spot in Liuzhou, which reads "生活奔小康, 消防不能忘" was translated as "Fairly well-off life, fire cannot forget", "纸不在多, 够用就行" was translated as "paper is not much, enough is enough." "手纸用后请入篓" These English translations are completely in accordance with the Chinese language order to list the vocabulary, not only the words do not match properly, but also the grammar and semantics are problematic, and the translations are poorly communicated and acceptable. They are typical of Chinese-style English. Chinese English refers to the English that only Chinese people understand because of the interference of their mother tongue and their cultural and communicative habits, as well as their general English proficiency, and is created by Chinese learners and users in the process of learning English. ^[3] The above example of translating "歌舞广场" into "Song And Dance Plaza" is also a direct and dead translation. The translation of "plaza" here is not appropriate. "Plaza" has two meanings, one is a square (in a Spanish-speaking city) and the other is a shopping center (in a city). Therefore, the word "plaza" in this case should be translated as "square". Also, the and between song and dance does not need to be capitalized. There is a restaurant called "Red Restaurant" in this scenic spot, which is translated as "红色餐厅". Red already means red, so adding the word color is a direct translation that adds to the problem.

Similar mistakes are made in word-for-word translations, where the pragmatic meaning is more important than the literal meaning when translating from one language to another. Affective: expressing emotions and feelings: also considered to be a "secondary" function. Affective: expressing emotions and feelings: also considered to be a "secondary" function: the focus of investigation in psychology and (traditional) literary criticism For example, the counter at a CenturyLink mall translates "disposables" as "A Time Sex Thing", "一" corresponding to "A", "次" corresponds to "Time", "性" corresponds to "sex" This is a typical example of word-for-word translation. Due to the carelessness of the translator, the original meaning was directly distorted, causing trouble to foreign tourists and almost becoming an international laughing stock. In fact, the phrase "disposable chopsticks" is intended to convey the idea of "something that is used once and discarded", and there are similar products in Western countries, such as "disposable chopsticks", In Western countries, there are similar products, such as "disposable chopsticks", "disposable syringes", so the correct translation should be "disposable articles". Another typical example is the translation of "游客止步": Tourist Stops. The principle of civility in the English Translation and Writing Standards for Public Services ^[4] stipulates that "English translations for public services shall be written in a civilized language and shall not contain words that damage the image of China and other countries or hurt national feelings, nor shall they use words that are discriminatory or harmful to the public interest. Public interest."

4.3 Avoid ambiguity and use words carefully

Ecological translation science defines translation as "translator-led, text-based, cross-cultural information conversion as the purpose, translation is the choice activity of the translator to adapt to the translation ecological environment and transplant the text". For example, since the islands are surrounded by seawater, there is no fresh water source, and the islands are relatively small in size and have poor water storage capacity, the islands generally lack fresh water. Therefore, we can learn from the practices of Sanya and Zhoushan Islands and set up public slogans promoting water conservation at multiple taps in public restrooms on the islands, if "Treasure every drop" translates into "Make the most of every drop", although the word-for-word translation is realized, the semantic expression is not clear enough. However, the semantic expression is not clear enough, which can easily cause ambiguity and will lead to some foreign visitors not understanding that they are wanted to make full use of every drop of what. Instead, it should be translated as the concise and clear "Conserve Water!" "Communicative translation means that the effect of the translation on the reader of the translated text should be as much as possible equal to the effect of the original work on the reader of the original text",^[6] Language not only construes experience, but simultaneously acts out "the interpersonal encounters that are essential to our survival". Michael Halliday, the founder of systemic functional linguistics (model of metafunction) argues that these encounters:

"range all the way from the rapidly changing micro-encounters of daily life - most centrally, semiotic encounters where we set up and maintain complex patterns of dialogue - to the more permanent institutionalized relationships that Therefore, in the translation process, translators must follow the principle of translation centered on the readers of the target language, take care of their information needs, social and cultural habits, cognitive and receptive abilities to the greatest extent possible, and make necessary adjustments, reorganization and even rewriting of the translated text, without adhering to the content and form of the original text. In order to achieve the communicative purpose, the translation should be adjusted, reorganized or even rewritten as necessary without adhering to the content and form of the original text, so that the effect of the translation on the target language readers is the same as that of the original text on the source language readers.

5. Strategies for translating public announcements on Dangan Island

5.1 Drawing on the advantages of traditional tourism public language

5.1.1 Focus on the context, and the translation is mainly based on the meaning

The wording of the English translation of the public notice needs to be chosen according to the cultural habits of the English and Chinese languages and the context of the sign language. In the view of Eugene A. Nida (1993), in most languages there are quite distinct levels or registers, including ritual, formal, informal, casual and intimate speech Wang Qiusheng believes that tourist attraction public language is the textual carrier that can convey the right information to tourists.^[7] The translator should first ensure that the translation is accurate in terms of collocation and semantics, try to conform to the Chinese context and the English idiom, and avoid the lack or error in the conversion and communication of information. If the context is not taken into consideration, although the words and grammar in the English public announcement are correct, the foreign tourists will easily misunderstand it due to the deviation of the semantics from the original text. Secondly, with mainly Italian translation, the expression space of tourist attractions is limited, thus requiring the public announcement language to be concise and direct. Therefore, in the process of translating the public notice of tourist attractions, the translator should follow the expression habits of the English public notice, not stick to the literal meaning of the original text, and adopt the translation strategy of

meaningful translation to accurately convey the content, information and intention of the original public notice. It should be as close as possible to the meaning of the original language and express the meaning of the original language. Since the formation of the Ministry of Culture and Tourism in 2018, national and local policies have clearly shown the orientation of integrated development and integration of culture and tourism. 2018 notice of the Ministry of Agriculture and Rural Affairs on the upgrading action of leisure agriculture and rural tourism puts forward five major task objectives for the government to cultivate high-quality brands, improve public facilities, enhance service levels, inherit farming culture, and focus on standardized management for upgrading. In this island full of original ecological style, we can echo the strategy of "rural revitalization" of the 19th National Congress, develop the village of Dangan into an original ecological island where people and nature coexist harmoniously, and call on everyone to protect the island with the slogan "Love life, enjoy nature". The slogan of the island's large grassland should be translated as Keep off the Grass, which directly conveys the purpose of caring for the grass.

5.1.2 Pay attention to cross-cultural differences and cultivate cultural awareness

As a translator of public notices, you should not use English words to translate directly according to your own expression habits, although sometimes it can reach the meaning, but inevitably it is not authentic enough. Language and culture are closely related, and translators should pay attention to the whole cultural system on the basis of understanding the source language to realize the transmission of cultural connotation.^[8] The translation of the public language should first find the corresponding expression in English as far as possible, but sometimes the expression in Chinese is different from English, so when translating into English, we should "follow the local customs" and attach an explanation. If we want to translate the slogan of the scenic spot "Industry learn Daqing, agriculture learn Dazhai", we need to make a proper explanation that Daqing is a prefecture-level city in Heilongjiang In industry, learn from Taching (a Prefecture in Heilongjiang, in agriculture learn Heilongjiang, in agriculture learn from Tachai (a town in Shanxi province). This ensures that the wording is concise and precise while allowing foreign visitors to understand the basic cultural background.

5.1.3 Pay attention to the connotation and extension of words, and pay attention to both simplicity and unity

After the translation was completed, it was checked repeatedly to see if there was anything that could be further improved (e.g., whether the concepts were accurately encompassed). For example, in the case of the map sign at the entrance of the Danganwei Macaque Scenic Area, the English sign was initially translated as Main Attractions, which seemed too large a concept for the translation.

The English-Chinese text of public signs should pay attention to the principle of simplicity and unity,^[9] some public signs only have words, some have pictures and text to play the most intuitive prompt effect. The English translation should clarify whether the ultimate purpose is to emphasize functional equivalence or formal equivalence, whether to pursue close to the source language or close to the translated language, take the principle of simplicity as the translation guide, pay attention to the simplicity, standardization and communicative style characteristics of public signs in the language dimension, and explore how to do a good translation of public signs from the linguistic, functional and cultural dimensions. The English signs of the road sections in the island should be unified, and there should not be the coexistence of Huandao East Road and Huangdao Donglu. Another example is "careful slippery" should be translated as wet floor according to the principle of English simplicity.

5.2 Appropriate change of perspective and attention to cultural differences

There are two strategies to avoid this error. One is to change the perspective. In the process of

translation, the translator can change the perspective according to the situation, so as to take care of the majority's feelings. For example, the translation of public notices under the principle of civility not only requires the translator not to use expressions that hurt national interests or national sentiments, and not to use discriminatory expressions, but also should take into account the special characteristics of different audience groups. Whether it is "Guests stop", "VIPs stop" or "Tourists stop", the audience is tourists. The main purpose of the public notice is to restrict the activity area of tourists, and the mandatory expressions may attract the resentment of tourists. Therefore, when translating such a public notice, the translator can change the perspective, and from the unrestricted side, euphemistically convey the message of restricted access to visitors, so the translation is: Staff Only.

Second, pay attention to the differences between the two languages. When translating from Chinese to English, we should take into account the plain and simple characteristics of the English language and the cultural differences between the two countries, and make the translation conform to English expression habits and international practices, instead of rigidly translating word by word according to Chinese. For example, "Mind your safety" can be translated as "Caution" instead of "Security attention" strictly according to the wording.

6. Conclusion

In the age of Internet, people's living standard has improved, the frequency of travel has increased, and island tourism is one of the popular attractions nowadays, so the correct public announcement language is conducive to improving tourists' travel experience and promoting cultural communication and dissemination.

Acknowledgments

1. College English Teaching Reform Project of Guangdong Province, No.YDY-2019-13
2. 2020 Guangdong Ocean University Undergraduate Teaching Quality and Teaching reform Project "Curriculum thinking and Politics" model major - English

References

- [1] Wang Ying, Lv Hefa. *Chinese-English Translation of Public Notices* [M]. Beijing: China Foreign Translation and Publishing Corporation, 2004.
- [2] Vermeer, Hans, J. *Skopos and Commission in Translational Action* [C]// ChestermanA.(ed). *Readings in Translation Theory*. Finland: OyFinnLecturaAb, 1989.
- [3] Li W.C.. *Chinese English and Chinese-style English* [J]. *Foreign Language Teaching and Research*, (4), 1993
- [4] China Standardization Committee. *English Translation and Writing Standards for Public Services Part 1: General Rules* [M]. Beijing: China Standard Publishing House, 2017.
- [5] Hu Geng Shen. *Construction and interpretation of ecological translation* [M]. Beijing: The Commercial Press, 2013.
- [6] Newmark, Peter. *Translation issues*. Shanghai: Shanghai Foreign Language Education Press, 2001.
- [7] Wang, Qiusheng. *Translation of Tourist Attractions Needs to be Standardized* [J]. *China Translation*, 2004, (3): 79-81.
- [8] Gao Feng. *Cross-cultural awareness in the translation of tourist attraction narration* [J]. *Journal of Reading and Writing*, 2018(10): 17.
- [9] Wan Yongkun. *Exploration of Chinese-English Translation of Public Notices* [M]. Kunming: Yunnan University Press, 2015.