

Translation Strategies of Sichuan Opera from the Perspective of Foreign Language Economics

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Abstract: Intangible cultural heritage is a symbol of a country's cultural and historical progress. The intangible cultural heritage of Sichuan shows the evolution and changes of culture and life in Sichuan. As the first batch of national intangible cultural heritage, it is more necessary to strengthen external publicity activities under the revitalization and protection of Sichuan Opera. We should not only inherit and develop Sichuan Opera in China, but also actively strengthen the translation strategy of Sichuan Opera in external publicity, so as to make preparations for the process of “going out” strategy. This paper takes Sichuan opera as the research object. According to the foreign economics perspective, it has some studies and discussions about translation strategy of Sichuan opera from two aspects: foreign language speakers and foreign language, and then puts forward to methods and countermeasures of “going out” strategy, which can keep the traditional culture connotation rich and let the foreign friends feel with local characteristics and unique charm of sichuan intangible culture, so as to realize its commercial value, and ultimately achieve the publicity of Sichuan intangible culture heritage.

1. Introduction

With the accelerating process of economic globalization, the continuous improvement of national modernization and the deepening of the Belt and Road, there has been a huge opportunity for the external communication and development for Sichuan intangible cultural heritage. But at the same time, due to the improvement of science and technology, people have gradually forgotten the traditional Chinese culture.

Under the background of globalization, how to face the crisis and seize the opportunity to effectively inherit and develop China's intangible cultural heritage has become a point that cannot be ignored in today's society. Therefore, this paper puts forward opinions and views on strengthening the translation of Sichuan Opera's external publicity from the perspectives of foreign language and foreign language speakers.

2. Foreign Language Economics

Foreign language economics is a subject that studies foreign language as an economic phenomenon in society and studies the use of foreign language resources in foreign economic

activities. It studies economic value in language interchange, the efficiency of language communication, the resource allocation of foreign language resources, and its application in foreign economic activities. The advantages of studying foreign language economics are to prompt China's foreign economic development, as well as the efficiency and quality of China's foreign economy, which pushes the development of cultural and economic industry in China's "going out" and achieves the exchange with foreign resources. To some extent, it's good to raise economic value of a foreign language, also directly or indirectly, to increase social and economic benefits.

3. Sichuan Intangible Cultural Heritage - Sichuan Opera

Sichuan Opera, one of the traditional opera arts in southwest China, is a traditional opera combining five vocal arts, namely Gaoqiang Opera, Kunqu Opera, Hu Qin (Pihuang), Bang Zi (Bangzi) and Sichuan folk Lantern Opera. It is one of the first national intangible cultural heritage. It was formed during the reign of Emperor Qianlong in the Qing Dynasty, and became popular in the Han areas in Sichuan, Chongqing, Yunnan and Guizhou provinces. Sichuan Opera is known for its distinctive accent and stunning face-changing techniques, which are different from other operas. It is also a major feature of Sichuan culture, which is full of regional and national colors. As early as the Tang Dynasty, there was a saying that "Shu opera is the best in the world".

Sichuan Opera has an important value to the study Shu culture, history and folk customs. In the history of Chinese opera and the development of local culture, Sichuan Opera has its unique value. But today, Sichuan opera is also facing declining audiences, a shrinking market and a lack of funding. Therefore, the task of protecting and developing Sichuan Opera is urgent.

4. Publicity Strategies

Because the world language is not unified, language plays a particularly important role in the foreign economy.

Language is a medium for people's life, communication and activities. Due to its different geographical conditions and development of productivity, it carries different cultural connotations. As a carrier of culture, language also has different characteristics. Because of the difference of language in form and pronunciation, we have some difficulties in communicating with others. Therefore, in order to realize the "going out" strategy of a national culture, it is necessary to study the translation strategies, strengthen the methods of translation in external publicity, and then show the Sichuan Opera culture for foreign friends, realize the external publicity of Sichuan Opera, and finally achieve economic benefits.

4.1 Language Interchange

As a traditional culture, Sichuan Opera has been developed and passed down for thousands of years in Chinese history. We Chinese people are very familiar with it, but inheritance is not enough. Development and publicity put a new soul into the vitality of traditional culture. However, in the external publicity of Sichuan Opera under the current circumstance, the perfect interchange of languages has not been achieved, and the exchange efficiency is still relatively low. Therefore, certain strategies are needed to realize the "going out".

4.1.1 Foreignization and Domestication

Sichuan Opera is formed on the basis of Sichuan culture. It is based on Sichuan dialect, with distinct local characteristics in terms of lines. For example, the use of some modal words and appellations. The translation must pay attention to the value and benefit of language interchange in

order to achieve the economic effect of external publicity. Hence, in the process of spreading traditional culture, attention should be paid to the conversion of characteristic language between the source language and the target language, so as to find a symmetry between the target language and the source language in the meaning level in the translation. Consequently, we can adopt free translation to make the public quickly understand the target language and get the information quickly.

For example, the appellation “婆娘” in Sichuan Opera cannot be translated directly as “mother-in-law or mother”, but the locals know that it means “wife”, so it can be translated as “wife”. In addition to such translation methods, in the translation of Sichuan Opera, some foreignized translation methods can also be used to reflect the language features of Sichuan Opera as much as possible, and the translation can be carried out by creating vocabulary and interpretation methods in order to make the target language and the source language equal in the meaning level.

The combination of foreignization and domestication not only retains the characteristics of the original language of Sichuan Opera, but also reduces relevant explanations when watching, allowing the audience to directly understand the meaning, greatly improving the efficiency of Sichuan Opera language interchange, and enabling foreign audiences to intuitively and clearly understand the lines and content of Sichuan Opera.

4.1.2 Literal Translation and “Pinyin” Annotation

Sichuan Opera has many forms of performing arts, such as Changing Faces and Rolling Lights, but there are no corresponding words in English. But in translation, literal translation and annotation can be chosen to annotate its features to increase the acceptability of readers. For example, “滚灯” is translated as “roll the lamp”, but foreign readers don’t understand why the lamp is rolled and what the form of lamp rolling is. In this case, it can be added as “put the litten oil lamp on the head and then do various difficult movements”. In this way, readers can better understand the characteristics of this skill.

For another example, the roles in Sichuan Opera are divided into some professions. How to translate those professions with more Sichuan characteristic is worth considering. The translation in the roles, such as Xiaosheng, Dianjiao, Hualian and Choujue, can use Pinyin annotation, which retains and respects the original connotation of Sichuan Opera. Another example is “旦角” which refers to the female characters in a play. If the translation of “旦角” is directly replaced by the word “actress”, it is too common to highlight the jargon of Sichuan Opera. Moreover, there are more subdivided roles in “旦角”, so we can keep the pinyin “Danjue” directly here, and then take the annotation to explain the specific female role.

Literal translation and pinyin annotation retain the language features and culture of Sichuan Opera to the greatest extent, and improve the quality of language exchange in the translation of Sichuan Opera in external publicity. However, pinyin annotation cannot be used entirely in the translation of Sichuan Opera, because the overuse of pinyin annotation may lead to the rejection of the translation of Sichuan Opera by overseas readers.

4.1.3 Features of Translation

Sichuan Opera culture is rooted in the local culture of Sichuan, and nourished by the Sichuan people, it has a lot of local characteristics and inheritance. Therefore, the translation should not be rigid, but should be colloquial and humorous. While reflecting the accurate translation language of Sichuan Opera, it is also necessary to maintain the integrity of Sichuan Opera culture. Only in this way can the value and benefits of Sichuan Opera translation be highlighted, the readers' acceptance of Sichuan Opera translation be improved, and the process of external publicity be accelerated.

4.2 Foreign Language learners' Perspective

In foreign language economics, it is believed that language shows the rationality, thinking, outlook on life and value orientation of a nation. This is the nature of an individual or group of people. At the same time, each national individual and group has its own essence, and these essence is not the same. Languages are also difficult to interchange into the language of another nation. Therefore, if you want to achieve proper language exchange, you must understand, be familiar with and master the nature of the fusion of another nation under the inherent nature of their own nation. In order to master the national essence of both sides, resource allocation and the improvement of foreign language learners' own ability are essential.

4.2.1 The Ability of Foreign Language Learners

In Zhang Defu's study on the economics of foreign languages, he said: "In order to achieve a deal, you need to hire a person who knows both Chinese and French, or a person who knows both French and Chinese, under whose work they can begin to realize their deal." In fact, in the foreign translation of Sichuan Opera, the most basic requirement is that the foreign language speakers should have the ability to switch freely between the two languages, so that the foreign translation of Sichuan Opera can be carried out normally. Then what aspects should foreign language speakers pay attention to after they have basic bilingual switching ability to translate better Sichuan Opera text?

First of all, Sichuan Opera is an art form with unique beauty in Sichuan and Chongqing region, and it is a comprehensive embodiment of Chinese opera culture. Therefore, foreign language learners need to have a full understanding of the content, tone and even the actors' clothes and gestures of Sichuan Opera. Only when translator feel the emotions and unique beauty that Sichuan Opera wants to express can possibly translate a good publicity text. In addition, on the basis of understanding the beauty of Sichuan Opera itself, foreign language learners should also have a full understanding of the proper nouns in the text of Sichuan Opera and the meaning they intend to express. For proper nouns that cannot find corresponding words, translators can flexibly adopt translation strategies, such as adding, changing and reverse translation. In consideration of the audience's ability to accept and the effect of communication, the direct Chinese pinyin text of proper nouns should be reduced. Only that can complete a translation of Sichuan opera that is conducive to artistic expression and cultural identity.

4.2.2 Resource Allocation

At present, there are not many researchers on the translation of Sichuan Opera and there is a lack of attention paid to the translation of Sichuan Opera for a long time. Therefore, all parties should make concerted efforts to make full use of existing resources and allocate them in a well-organized and planned way, which can realize the quality and quantity of the translation of Sichuan Opera.

First, we can make use of the large number of students and English teachers in Sichuan and Chongqing. Because they have lived in this land for a long time, they have a better affinity and ability to accept Sichuan Opera, so they have better conditions for Sichuan Opera translation. However, the translation and dissemination of Sichuan Opera culture is not a short-term process, so they should be in a form that can be retained and active from the perspective of teachers and students for a long time. Colleges and universities can set up elective courses related to Sichuan Opera translation, and use abundant existing Sichuan Opera scripts to teach and expand for students who are interested in Sichuan Opera.

Secondly, major journals in Sichuan can actively contact with overseas publishers to attract overseas Sinologists to participate in the translation research of Sichuan Opera. Taking advantages of

overseas scholars, the text of Sichuan opera will be translated into a foreign text that can be more easily accepted by foreign friends and feel the cultural characteristics of Sichuan more easily. At the same time, it can effectively reduce the cost of overseas investment and publicity of Sichuan Opera, so that scholars specializing in Sichuan Opera research can get substantial benefits, so as to produce more excellent publicities of Sichuan Opera and achieve better dissemination effect.

5. Conclusion

In the current excellent form of economic globalization, the foreign communication of Sichuan Opera and even China's intangible cultural heritage has not received enough attention and it is urgent to study the translation of Sichuan Opera. Therefore, scholars can discuss the translation and dissemination of Sichuan Opera in various aspects from the perspective of foreign language economics, which can ensure the inheritance and development of Sichuan Opera, attract more young people and foreign friends to know and love Sichuan Opera, and make Sichuan Opera become a real special industry in China.

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