

Studies on Red Tourism Translation: Review and Reflection

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Abstract: After combing the relevant literature research in the past 15 years, it is found that the research on the translation of red tourism can be roughly divided into three categories: translation countermeasures, translation strategies or principles, and vocabulary translation. Strategy or principle research is divided into two categories: traditional research and prescriptive researches. In addition to the traditional classification research, descriptive research began to appear in lexical translation studies. The existing literature has made some achievements in translation strategy research, but they still have great room for improvement in research object, research method and research perspective.

1. Introduction

With the vigorous development of red tourism and the acceleration of the internationalization of red tourism, the translation of red tourism has gradually entered the academic field of research, and some progress has been made in related research. In the last 15 years, a search for relevant documents on China's Website (2002-2017), papers related to the translation of the Red Tourism Publicity About eighty, including five core foreign language papers, one doctoral thesis, eight master's thesis, the number of literature is increasing year by year. The analysis shows that the discussion of domestic related topics began in Liao Hongzhong, who first proposed that the translation of red tourism should be regarded as an independent research category, which is different from the translation forms of green tourism, antique tourism and local tourism.^[1] Deng Xianyi and Deng Dafei's discussion on the translation of commentary on red tourist attractions officially opened the prelude of the study of red tourism translation. In the review of red tourism research written by Feng Kejiang and Guo Shenghui, the authors also mentioned the research on red tourism translation, and their comments on it are as follows: the proportion of research in this area is also large. Especially with the promotion of "Belt and Road" initiative and the development of Chinese culture "going out" strategy, more and more people are studying the translation of red tourism resources. This research focuses on the following aspects: the investigation of the current situation of red tourism resources translation, the error analysis of red tourism resources translation, the study of red tourism resources translation strategies and methods, and so on. Fortunately, there are also monographs on the translation of red tourism. Xiao Qun first carried on the detailed literature review, and carried on the functionalism analysis to

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the red tourism propaganda material translation, and based on the functionalism angle of view the red tourism propaganda material translation countermeasure, proposed the translation strategy and the method.^[2] Since then, researchers have begun to pay attention to many problems in this and explain translation countermeasures or translation strategies from different angles. With the exception of a few studies on French translation, most studies focus on English translation. Due to particularity of red culture, there is no relevant literature in foreign academic circles. This paper intends to comb and reflect on the research results of the translation of red tourism in recent years in order to enlighten the further exploration of this field.

2. Researches on the Theory and Practice of Red Tourism Translation

The last fifteen years are a period of rapid development in the study of Chinese red tourism translation. By combing the existing literature, we can summarize the research of red tourism translation into the following aspects:

2.1 Researches on the Countermeasure of Red Tourism Translation

The study of countermeasures pays more attention to the macro factors that affect the quality of tourism publicity text, such as talent training, government support and technical specifications. of these studies put forward corresponding solutions on the basis of analyzing the existing problems of foreign translation. The research shows that for a long time, the translation of red culture has not received due attention, the quality of translation is worrying, the problems of text loss, semantic distortion and usage error are more common. In view of these problems, Peng Duanying first pointed out the necessity of training foreign language talents in red tourism.^[3] On this basis, Wang Xiangjin, Wang Yan, Yu Aihua and Peng Fengying respectively discussed the specific mode of translation teaching in red tourism.

In addition, Wu Cui also systematically proposed the construction of red tourism translation teaching quality evaluation system, the construction of red tourism English translation text corpus and other solutions.^[4] Dong Aizhi further pointed out that the lack of government and media attention, differences in English and Chinese language, and the lack of translation standards are the main reasons for the low quality of red tourism translation. In addition to talent training, increasing government support and formulating technical norms will also help to improve the quality of translation.^[5]

2.2 Researches on Translation Strategies and Principles of Red Tourism

Different from the study of macro-level countermeasures, translation strategies or principles are more concerned with translation skills, translation means, translation principles and other micro-factors that affect the quality of text. Strategies or principles can be summarized into two aspects: traditional translation strategies or principles and prescriptive translation strategies or principles.

The traditional translation strategies or principles are mostly simple translation techniques, that is, on the basis of summing up the characteristics of red tourism texts, pointing out all kinds of mistakes, and then putting forward specific translation methods or techniques. For example, Zhou Youya and Xiao Yonghe found that the red tourism text has the characteristics of strong narrative, many political elements and rich cultural connotations.^[6] Peng Fengying believes that methods such as parody, translation modification and subtraction can improve the quality of translation.^[7] Zhong Jun and Zhang Li put forward the translation principles of public signs, such as foreign tourists as the center, “taking the doctrine” and “translation and non- translation”, etc.^[8]

2.3 Researches on Theories of Red Tourism Translation

It is worth noting that the study of traditional strategies or principles does not make a special theoretical discussion on specific translation methods, but directly applies ready-made translation strategies to the study of foreign translation. As Si Xianzhu said, this kind of research is confined to the formal comparison between the source language and the target language, and does not pay much attention to the non-verbal factors that affect the translation process, so the maneuverability is not strong.^[9] With the passage of time, academic circles began to realize the defects of traditional translation research, and the study of red tourism translation theory gradually shifted the field of vision from formal contrast between languages to the restrictive factors of translation process. Researchers began to think about the influence of text function, translator status, original intention and other factors on translation techniques and principles. The theories of functionalism, ecological translation, cross-cultural communication and cultural communication emerged in the 1970s, which provided the necessary theoretical basis for this turn.

2.3.1 Functionalist Translation Theory

Among many theories, German functional translation theory is particularly striking. The school believes that translation is a kind of “cross-cultural activity guided by text function”, which advocates that the translator should fully consider the special function of the text, the expectation of the target language reader to the translation, and the client's request for the translation.^[10] The representative of functionalism theory is Lai S (Katharina Reiss), Vermeer (Hans J. Vermeer) and Nord (Christiane Nord), whether they are Rice's theory of text type, Vermeer's teleology or Nord's theory of function plus loyalty. In this school.

The first researchers to introduce the theory of function into the analysis of red tourism translation are Deng Xianyi and Deng Dafei. They think that the explanation of red tourism translation has three text functions: expression, call and information, and the three functions have no obvious emphasis. Xiao Qun holds different views and points out that the Chinese text of red tourism focuses on calling function and the foreign text on information function.^[11] By means of functional translation theory, Xiao Qun made a systematic analysis of the characteristics, translation failures and translation standards of red tourism texts. The results showed that there were great differences in the functional distribution and implementation of Chinese-English tourism texts (the former focused on description and expression function, the latter on information, induction and suggestion function), and they were different in information focus and induction function. Fu Yanli analyzes the purpose of writing, tourism environment, text characteristics and so on, and puts forward translation strategies such as loyal to the purpose, choosing appropriate expressions and grasping the main information.^[12] Similarly, Wang Yan, ou Qiuzhong and Yu Aihua put forward translation principles such as highlighting core information, appropriately adding and deleting, and considering readers' acceptance ability.^[13] Some scholars based on the local, the use of functional theory on the Hubei Province Hongan, Yunnan Zhaotong and Yimeng areas of the text of the text of the red tourism function analysis.

2.3.2 Ecological Translation

Different from functionalism, ecological translation only regards readers as a part of translation ecological environment. This theory pays more attention to the central position of translators in the process of translation and emphasizes the ecological integrity of translation process. As a translation study from an ecological perspective, the theory interprets the translation process as the translator's choice and adaptation in translation ecology. In particular, translation principles can be divided into

multi-dimensional selective adaptation and adaptive selection; translation methods are the transformation of three dimensions: language dimension, communication dimension and cultural dimension; multi-dimensional transformation degree, reader feedback and translator quality should be taken into account when evaluating translation quality. Liu Yanshi, the first scholar to use ecological translation in the study of red tourism propaganda translation, suggested that the translators of red culture propaganda translation should pay attention to the adaptive selection transformation of three dimensions: language dimension, culture dimension and communication dimension.^[14] Most of the follow-up studies use the same framework to analyze the English translation of red tourism in a certain area. For example, Hu Yanqun combined with Hunan red tourist attractions public signs translation examples.

It is concluded that due to the different translation ecological environment of different types of public signs, the three dimensions should have their own conclusions.^[15] Also based on the perspective of three-dimensional transformation, some researchers take Shaoshan, Xibaipo and Liaoning red tourism texts as examples to study how to make adaptive selection in different dimensions change.^{[16][17][18]}

2.3.3 Pragmatics Theory

Some scholars try to use relevance theory and adaptation theory to explain the translation process of red tourism. Relevance theory advocates that verbal communication is a cognitive process of explicit-inferential, and relevance translation theory further interprets translation as a verbal communicative act. In other words, the translator needs to make dynamic reasoning according to the author's intention and the reader's cognitive environment. Liu Maoling proved that the theory of relevance translation can better guide the practice of red tourism translation, and translation strategies such as cultural transplantation, cultural annotation and cultural ellipsis can solve the cultural default problems in translation.^[19]

Yao Guangjin analyzes the translation of red tourism from the perspective of adaptation theory, and draws the conclusion that the translator should consciously adapt to various contextual factors and language structure factors on the basis of accurately grasping the original text.^[20]

2.3.4 Communication

Liu Chongde believes that the essence of translation is information dissemination, so the translation process has the characteristics of conversion, expansion, compression, dispersion and other information characteristics.^[21] In order to avoid information redundancy and information dispersion in the process of communication, Liu Yanshi put forward translation strategies such as increasing translation, reducing translation, modifying translation and expounding translation.^[22]

In addition to the above theories, the researchers also try to investigate the translation of red tourism materials from the perspective of cross-cultural communication, domestication and alienation.

2.4 Researches on Translation of Red Tourism Vocabulary

Different from the study of strategy, some researchers began to return to text research, and they shifted their focus to red tourism translation, in which vocabulary translation has become the focus of attention. Because language communication is mainly driven by words, and the words used in the translation of red tourism are advertised.

The characteristic is quite distinct; the discussion to the vocabulary translation is undoubtedly a suitable breakthrough point.

Translation studies at the lexical level can be divided into two aspects. First, the study of traditional vocabulary translation. This kind of research mainly classifies the red tourism vocabulary and discusses the corresponding translation principles. For example, when Tu Xiling discusses the characteristic vocabulary translation of red tourism text from the cultural level, he divides it into two categories:” red “word and” red “word for the first time.”^[23] Zou Lin immediately divided the cultural load words in the red tourism text into five categories: ecological culture load words, material culture load words, social culture load words, religious culture load words and language culture load words.^[24] This classification method based on content is reasonable, but ecological culture load words and religious culture load words seem to have little relationship with red culture, and the importance of other three kinds of words in red culture can not be highlighted. Therefore, the researchers reduced the scope of the study and focused on the cultural vocabulary based on personal names, organizations, place names and other proper nouns, and concluded that the translation of vocabulary should follow the principles of authority, correctness, standardization and consistency on.^[25]

Second, the study of descriptive vocabulary translation. This kind of research attempts to objectively describe the lexical characteristics of the red tourism propaganda text by comparing the text between the source language and the target language, collecting the readers' opinions of the target language, so as to reveal the essence and intrinsic attributes of vocabulary translation. For example, by examining the various translations of the word “anti-Japanese” and the reaction of foreign readers to the translation, Zhou Ye found that the readers' understanding of the same translation was quite different. Therefore, the researchers put forward the view that the core vocabulary needs to adjust the translation according to the context.^[26] The alternate use of horizontal contrast and reader interview provides a new idea for the study of red tourism translation. Xu Rui pays more attention to the feedback from foreign readers. She finds that there are many problems in the language (including vocabulary) of the red foreign translation due to the translator's lack of understanding of foreign readers and text functions. This study reflects the importance of readers' opinions in the study of red tourism translation.^[27] Deng Xiaoyu, Hu Xiaojie and Song Changjian compared the lexical characteristics of the red tourism text with the European and American revolutionary war tourism text through the self-built corpus. The results show that compared with the European and American texts, the red tourism text has more notional words, more difficult words, relatively poor words, and more emphasis on introducing historical events and related characters in content.^[28] Their research began to deal with the macro lexical features of red tourism propaganda text, which is a useful attempt of corpus linguistics in the analysis of red tourism translation.

3. Conclusion

To sum up, the research on the translation of red tourism publicity has been obtained. Some achievements have been made, but the research foundation of the existing literature is relatively weak, and they still have a great room for improvement in the research object, research method and research perspective. Red tourism translation is a research field closely related to linguistics, translation, communication and cross-cultural communication theory. In addition to focusing on the text, the future research should also be discussed from different angles, so as to provide a broader perspective and more effective research methods for the study of external translation of red tourism.

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