

# *A Study on the English Translation of Cultural Loaded Words of Intangible Cultural Heritage in Qiannan Prefecture*

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**Abstract:** Qiannan Buyi and Miao Autonomous Prefecture, located in the south of Guizhou province, has rich historical precipitation and hundreds of intangible cultural heritage. In order to promote the protection and publicity of intangible culture in Qiannan Prefecture, and translate them into English to meet the requirements of cultural promotion, this paper discusses the content of intangible cultural heritage in Qiannan Prefecture, combined with the current situation of English translation of intangible cultural heritage in Qiannan Prefecture, including weak data integrity, weak translation name unity, inappropriate English translation methods, grammatical errors, lack of detailed written records, lack of professional English translation talents, government relatively low attention, so as to improve data integrity measures to improve the unity of translation names, reasonably select English translation methods, good grammar verification, detailed text collection, cultivate professional English translation talents, and improve the attention of intangible cultural heritage are aimed at better protecting the intangible cultural heritage of Qiannan Prefecture and improving people's awareness of culture.

## **1. Introduction**

There are many excellent culture In Chinese history, including intangible culture, it belongs to the typical representative of traditional history and culture, it is not only the important expression of the Chinese culture, but also should be protected ,it is the trait of many nationalities, Qiannan has rich Intangible cultural heritage, such as the Sandu horsetail embroidery, Fuquan Yang play, Miao ancient songs, etc. under the global economic and cultural globalization, the translation of culture-loaded words in intangible cultural heritage, as a means for us to show the image of the Chinese nation to the world and enhance the country's cultural soft power, has become increasingly important. Understanding culture-loaded words is an important way to understand national culture. The earliest concept of culture-loaded Words was proposed by Xu Guozhang (1980), a Chinese scholar, in his article Expressing Culturally Loaded Words and English Language Teaching. It refers to the lexical expression that can reflect the national culture, and it contains the difference of lexical meaning and the related culture of the specific cultural background. It can be called “culture-loaded word,”

culture-specific term. “Intangible cultural heritage is the expression form of traditional culture inherited from generation to generation in intangible form. It is the crystallization of wisdom of ancestors and the accumulation of culture. The most significant feature of intangible cultural heritage is the inheritance of national character. It represents the national tradition, and the study of cross-cultural loaded words in the translation of its publicity English is conducive to Chinese people's deeper understanding of culture, reminding us of our responsibilities, and leading national culture to the world stage. Let more foreign friends feel the broad and profound culture of Qiannan Prefecture, legend and mystery, promote the prosperity of tourism in Qiannan Prefecture, promote the development of economy.

## **2. Present Situation of English Translation of Intangible Cultural Heritage in Qiannan Prefecture**

### **2.1 The Data Integrity is Weak and the Research is Not Enough**

From the current situation, English translation of the intangible cultural heritage of Qiannan Prefecture has a weak data integrity, which is embodied in the following aspects:(1) introduces the trait is not in view of the intangible cultural heritage of the English books, and only few video are about it, most are from the We-Media video, but local official propaganda video is relatively small, and it also causes some problems for the Intangible cultural heritage protection .(2) In the construction process of Qiannan Intangible cultural Heritage website, there is also a lack of corresponding websites, and in provincial and above intangible cultural heritage projects, there are only some Chinese introductions, but no English web pages, or the English introduction content is relatively simple, and the overall update speed is slow. Through the Chinese web search, academic circles at present in Guizhou from the perspective of translation material cultural heritage research of Qiannan prefecture is very few, Lu Daoen(2017) discusses problems and some translation strategies of the intangible cultural heritage in Guizhou, Huang Xingguo (2013) dicusses Guizhou ethnic minorities culture translation , and they put forward their views on translation. Other scholars have explored the English translation of intangible cultural heritage from the perspective of Skopos theory, cultural translation and cultural schema, but their study is limited.

### **2.2 Inconsistency in Translation**

In the current English translation, there is also the problem of inconsistent translation names. For example, “Maonan People's Fighting Monkey Drumming”, “Maonan People's Monkey Fighting”, “Maonan People's Fighting” in English translation materials Monkey Dance “and so on, these names has a variety of translation, it will also affect the propaganda content uniformity and authority, when foreign audiences read such content, it might cause confusion, which affect them to accept this kind of culture, and affect the cultural propaganda and protection work.

### **2.3 Syntax Errors**

In the current English translation, there are some grammatical errors, for example, the beginning of the Buyi folk song “Good bonus”, “good bonus to good bonus, good peanut in the roxburgh rose, good peanut in the roxburgh rose , which is the sun which is red. Good red flowers come, Good red flowers”In the English translation of “Good red flowers, Good Peanuts in roxburgh rose “, there are obvious grammatical errors, it lacks of good relationship between subject and object , and the whole translation of “good” uses “good”, which also reduces the interesting reading.

## 2.4 Lack of Detailed Written Records

From the current promotion situation, there is a lack of detailed written records in the English translation of the intangible cultural heritage of Qiannan Prefecture, which is embodied in the following aspects:(1) There is no external publicity materials for detailed introduction of intangible cultural heritage in Qiannan Prefecture, and there are very few intangible cultural heritage documents circulating on some websites. When searching keywords on the Internet, the total number of documents received is very small, thus affecting the documentation work. (2)there are few heritage propaganda literature and translation books, including in provincial and national intangible items mentioned above, just has some Chinese, but there is no relative English introduction, the corresponding translation literature is less, it also does not help the related cultural protection and publicity, and it has limitations.

## 3. Translation Strategies of Intangible Cultural Loaded Words in Qiannan Prefecture

### 3.1 Improve Data Integrity

By improving the integrity of the data, the integrity of the English translation of the intangible cultural loaded words in Qiannan Prefecture can be improved, which is also conducive to the smooth progress of cultural protection work. The following contents should be paid attention to in specific practice:(1) Qiannan government needs to improve its value, and set up professional departments to write English books for the intangible cultural heritage, and need do some preparation work to promote the intangible culture, and the government can cooperate with some outstanding media and made some promotional video, so as to provide convenience for this work, in the process of construction of heritage sites in Qianann prefecture, it also needs to increase the supporting web sites, and in provincial and national intangible items mentioned above, in addition to some Chinese introduction, but also need to match the right web page in English, English introduction content also needs to be unified, and improve the content update speed, thus conducive to the protection of the relevant cultural and propaganda.

### 3.2 English Translation Methods of Cultural Loaded Words of Qiannan Prefecture Intangible Cultural Heritage

Some translation theory, such as the skopos theory, Nida's functional equivalence theory can be used when translating it, etc, in view of the cross-cultural differences and some related theory, advocating the cultural confidence, under the background of Chinese culture to go out, translation of intangible cultural heritage, by pay more attention to culture, pay attention to Chinese characteristics, Chinese elements, So many translation can use pinyin annotation, literal translation annotation and other methods. In the external publicity translation of such materials, the author found that many commonly used words in the materials do not have corresponding translations in English, so it is necessary to consider the vocabulary of intangible cultural heritage.

At present, there are more than 300 kinds of intangible cultural heritages in Qiannan Prefecture. Since many intangible cultural heritages are unique to their own ethnic groups or regions, appropriate explanations can be given in translation. The translation suggestions for Qiannan intangible cultural heritages are as follows:

(1) Folk customs: For the translation of folk customs, it is suggested to use pinyin to translate the names of ethnic groups and regions, plus the related names of words that are easy to be understood by westerners. eg,Buyi Ancestor Worship Custom; Miao People's July13th (it is the first time for Miao People to Sweep the Village on June );Winter Festival for Rao People ;Playing Melon Festival On August 15.

(2) Skills: Skills are a kind of production art, which is a summary of people's life experience for a long time, Traditional Skills: Gypsum Technology of Preserved Egg Gypsum; Technology of Making Jelly with Pea Powder; Technology of Miao Wooden Building.

(3) Traditional Music: Music is used appropriately, such as Miao Suona Performance, Buyi Ancient song; around Home “Er bang”

Traditional Dance: The Lusheng Dance of Miao People; Miao Lusheng Dance; The Yao Gyro  
Traditional Sports, Recreation and acrobatics Shui people's Horse Racing

(4) The Tradition of Shui Shu. “Shui Shu” is the rudiment of writing created by the ancestors of Shui nationality in southwest China. It is called “Le” in Shui language. (5) “Duan jie “for the Shui people festival, in Shui language “Duan”known as “borrower”.”Duan” means “the beginning of the year” or “New Year”; “Borrow” means “eat”. Therefore, Duanjie means “Spring Festival”. Dragon drum tiger - Changshan Dragon, miao pronunciation is “Darongdardri - A redundance”. It is a Lusheng dance unique to Gusar Village, Xinpu Town, Guiding County, (6) Yao Monkey style drum dance, it is called “Jiugelang” in Yao language, which is a popular dance among Yao people in White trousers in Yao area. (7)Yazhou pottery firing technique is a traditional Chinese handicraft.

(8) Traditional music: Music is used appropriately, such as Miao Suona Performance, Buyi Ancient song around Home “Er bang”

Traditional Dance: The Lusheng Dance of Miao People Miao Lusheng Dance Traditional Sports, Recreation and acrobatics Shui people's Horse Racing

Translation suggestions for some representative intangible cultural heritages of Qiannan Prefecture are as follows:

(9) Dyeing Technique, The Manufacturing Technique of Fengxiang Dyeing,

(10) Dushan Lantern, Dushan Lantern is a traditional folk dance that has been popular among people for a long time. Dushan Huadeng Opera, it is a traditional folk dance, but not Lantern. In the eyes of western people, it is associated with Lantern, but Dushan Huadeng Opera is mainly a form of dance. All with Dushan Huadeng Opera. The word’ opera” not only enhances people’s national cultural confidence, but also makes it easier for foreigners to quickly understand this form of drama and dance.

(11) Nuo Opera of Buyi Nationality, It is a Guizhou cultural custom, is a quasi-religious act. Nuo Opera, a Guizhou cultural custom, is a quasi-religious act.

(12) Buyi medicine, namely the secret recipe of livergrass. Buyi Medicine.

(13) Duyun Maojian Tea production Technique, one of the top ten famous teas in China Production Technology, It is one of the ten famous tea in China.

(14) Shui people’s Paper Cutting, It is mainly spread in Duyun area.

Through proper selection of translation methods, the readability of translation content can be improved so as to meet the needs of information exchange between different cultures.

## 4. Some Suggestions on the Translation of Intangible Cultural Loaded Words in Qiannan Prefecture

### 4.1 Grammar Checking

By grammar checking, it can improve the rationality of English translation content and meet the requirements of subsequent publicity and protection. In specific practice, firstly, it is necessary to sort out Chinese structure and understand its grammatical structure, and at the same time, to sort out the content of other cultural habits, which is also the basic condition for checking the grammatical content. Secondly, in grammar checking, the number of translation members can be appropriately increased, so that the translation content can be optimized through discussion, and some translation content can be checked by some translation software, so as to improve the accuracy of grammar analysis results and meet the requirements of cultural propaganda.

## 4.2 Cultivate Professional English Translation Talents

The cultivation of professional English translation talents is conducive to improving the artistic quality of cultural translation results and meeting the needs of information exchange between different cultures. The following might be paid attention to: First, train more translation talents. Local governments should attach importance to talent training, set up special institutions to take charge of such work, and hire professional talents to participate in English translation processing activities, so as to improve the rationality of translation content. Second, as universities are the main places for translation talents, local governments also need to strengthen cooperation with universities and increase the cultivation of cultural translation talents, so as to export more translation talents to the outside world and improve the translation quality. In addition, when translating intangible cultural heritage into English for publicity, the quality should be very high, and some minority languages need to be translated. Therefore, translators need to strengthen cultural learning and clarify the in-depth cultural content, which will improve the readability of the translation results.

## 4.3 Enhance the Attention of Intangible Cultural Heritage

By enhancing the attention of intangible cultural heritage, it is conducive to the smooth progress of external publicity, thus laying a foundation for the smooth development of publicity work. In the specific application, the following contents should be paid attention to: (1) the local government should pay more attention to these projects and do a good job in the corresponding publicity work, so as to improve the local residents' understanding of cultural content and protection, which is also conducive to the smooth progress of cultural publicity and cultural inheritance. (2) In formulating intangible cultural heritage policies, local governments should not only pay attention to cultural protection and inheritance, but also pay attention to the publicity degree of the translation of external publicity, which will also facilitate the publicity of the translation work in the process of work. (3) Appropriately increase the government's investment in this area, and implement unified implementation standards to avoid non-standard English translation.

## 5. Conclusion

Above all, to improve data integrity, translation can promote material cultural heritage content integrity in Qiannan prefecture, improve the translation of unity, unity can promote foreign propaganda work, choose the translation method, to enhance the readability of the translation content, do a good job, syntax checking translation can improve the rationality of the content, make detailed text collection, It can continuously enrich the number of English translation works and cultivate professional English translation talents, which is conducive to improving the artistic quality of cultural translation results, enhancing the cultural attention of Intangible cultural heritage, and facilitating the smooth progress of external publicity. To formulate appropriate measures to promote the development of external publicity is of positive significance to enhance cultural attraction and promote cultural protection and publicity. In this paper, there are still some problems in the translation of the intangible cultural heritage of Qiannan due to the short time and insufficient understanding of some ethnic cultures. There are still a lot of areas worth studying in the translation of the intangible cultural heritage of Qiannan.

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