

A Comparative Analysis of Chinese and English Versions of Red Tourism Texts in Northeast Yunnan——Take Tang Jiyao's Former Residence as an Example

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Abstract: In view of current English version of red cultural tourism texts in Northeast Yunnan, by comparing the Chinese and English versions of red tourism texts in the scenic spot of "Tang Jiyao's Former Residence" from the perspectives of text content, vocabulary, syntactic structure, the paper intends to explore the ways to improve the quality of translation of red tourism texts, so as to make some contributions to the development of the red tourism cultural resources and the realization of sustainable development of the red cultural tourism industry in Northeast Yunnan.

1. Introduction

Red tourism was officially put forward at the end of 2004. It mainly refers to the theme tourism of organizing and receiving tourists to carry out memorial activities. The tourists visit memorial sites and symbols reflecting the great achievements made by the people under the leadership of the CPC during the revolution and the war. These tourist attractions have the connotation of revolutionary history, events, and spirit. Combining education with tourism is an innovative form to carry forward the revolutionary spirit and a new way to get close to history and life.

Northeast Yunnan, including all areas of Qujing City and Zhaotong City, Xundian County and Dongchuan District of Kunming City, is known as the "key to Yunnan and Guizhou Province". Northeast Yunnan is not only beautiful in landscape, but also rich in red cultural history. Wumeng Mountain, Sanyuan Palace, Huize Red Culture Exhibition Hall, the former residence of Tang Jiyao, and Zhaxi Conference Memorial Hall in Weixin County, all together constitute a brilliant red tourism scroll in northeastern Yunnan.

The region is rich in tourism resources, but the development of red tourism is not high. Among the available materials, there are few research on the red tourism resources in this area. Today, red cultural resources not only attract Chinese people, but also draw great attentions of numerous foreign tourists. Therefore, the translation of red tourism texts plays an important role in publicizing Chinese culture. Taking the red tourism text in northeastern Yunnan as an example, this paper explores the ways to improve the quality of translation through the comparative analysis of the red texts in Chinese and English from the perspectives of stylistic features.

2. Current Status of Red Tourism Texts Translation

At present, the number of relevant literature on the bilingual corpus of red tourism resources in China is very small. Li Dechao^[1] pointed out that the scale of China's tourism resource corpus was of small scale and single form. Wang Kefei^[2] believed that some achievements had been made in the construction of tourism corpora at home and abroad, but there are few bilingual parallel corpora specially developed for specific themes or regions, especially for red tourism resources. The translation of red tourism resources has certain characteristics. Red tourism translation covers the translation of revolutionary background, revolutionary documents, important speeches which delivered in those special days, etc. If these materials are translated into English, it needs to focus on the cultural differences between China and the West. Therefore, it is different from the translation of general natural resources and human resources. In order to standardize the English translation of red tourism resources, the red tourism Chinese-English parallel corpus on the basis of the existing tourism Chinese-English parallel corpus should be built^[3].

3. Introduction and Research on the Scenic Spots of Tang Jiyao's Former Residence

3.1 Scenic Spots Introduction

The former residence of Tang Jiyao is located at No. 14, Sandao Lane, North Inner Street, Huize County, Yunnan Province, covering an area of 850.1 square meters. The courtyard is a typical residential architectural style in the late Qing Dynasty. The former residence of Tang Jiyao has been listed as a cultural relic protection unit in Yunnan Province since December 2003. In Tang Jiyao's former residence, the exhibition hall focuses on Tang Jiyao's advanced scientific revolutionary ideas. Tang regarded saving the people with patriotism as his aim, making China rich and strong quickly as his ideal, and weak national power as his shame. He participated in and directed the "Double Ninth Uprising", launched and led the "National Protection Movement", carried out and insisted on "pacifying the country and protecting the law", and made great contributions to pacifying and supervising Guizhou.

However, after careful study, the authors find that the English translation of Tang Jiyao's former residence does not produce a good reading experience, and its promotional effect is not obvious.

3.2 Features of Text Contents

3.2.1 Strong Political and Cultural Features

Red tourism was formally proposed at the end of 2004, and takes historical monuments related to the CPC as tourist resources. It is a new form of theme tourism that combines the red cultural landscape with the green natural landscape, and integrates the revolutionary traditional education with the promotion of the development of tourism industry. In sightseeing, patriotism education is infiltrated, which not only shocks people's hearts, but also improves people's ideological quality.

3.2.2 Many Proper Nouns

Red tourism text mainly focuses on historical events of war, and contains many proper nouns and events which have close relationship with the wars, political parties, and governmental organizations. These proper nouns are related to local names, organization names, positions and titles, and event names. Historical events are usually described in the chronological order of their occurrence, often briefly explaining the background of the event, the specific scenes involved in the event. For example, in the introduction to Tang Jiyao's former residence, there are many proper

nouns, such as *Wuchang Qiyi* (*Wuchang Uprising*), (*Chongjiu Qiyi*) *Double Ninth Uprising*, *Zongsiling*(*Commander in Chief*), *Canmoubu Cizhang* (*Deputy Chief of Staff*).

3.3 Comparative Analysis

3.3.1 Syntactic Level

When comparing the Chinese and English versions of introduction to Tang Jirao's former residence, the authors pay great attention to the syntactic features:

3.3.1.1 Long Sentences

Long sentences refer to sentences with complex structure and many words. The use of long sentences can make the meaning of the text rigorous, accurate, detailed, coherent, and magnificent. In the process of translation, a long sentence can be divided into several short sentences, which is convenient for readers to read. For example:

English: Guizhou, Guangxi, Guangdong, Zhejiang, Shanxi and Sichuan declared their independence one after another and raised armies against Yuan Shikai. With a loss of public support, Yuan Shikai was deserted by his followers. On March 22nd, he issued an order to withdraw the monarchy and was forced to resign. On June 6th, Yuan Shikai died and the National Protection War achieved a complete victory.

Analysis: The original sentence combines long sentences and four character structure, and multiple place names enhance the sense of rhythm. The use of the four-character structure "*yimingwuhu* (*die*)" has a strong rendering effect. In the translation, the long sentence is divided into several short sentences by adopting division translation method, which is easy for readers to understand. And the employment of passive voice conforms to the expression norm of the target language.

3.3.1.2 Non-subject Sentences and Parallel Sentences

A sentence without a subject is a term in modern Chinese grammar, and non-subject sentence is a kind of non subject-predicate sentence. It refers to a sentence without a subject. Because Chinese has no clear grammar rules to define the expression of sentences, the use of non-subject sentences is very common, and will not cause confusion to Chinese readers. However, English has a fixed sentence structure and strict grammatical rules, so the translator often adds logical subjects when translating into English by adopting amplification method.

English: In his governance in Yunnan, Tang Jiyao paid much attention to industrial development in the following seven aspects. Firstly, he set up the industrial institute supervising agriculture, forestry, industry and mines. Secondly, he strengthened the management of mining, improved production technology and the quality of mineral products. Thirdly, he founded Hua'an Factory, and established Yunnan official printing bureau covering a variety of public and private publications. Fourthly, he set up a mint. Fifthly, he started a tannery with new ways of leather tanning, which marked the end of Yunnan leather import. Sixthly, he supported the establishment of Asia Tobacco Company to produce cigarettes by machines, which laid a solid foundation for Yunnan tobacco to be a pillar industry. Seventhly, he put Yunnan Baiyao medicine into operation officially.

Analysis: In Chinese, a few non-subject sentence are adopted when describing Tang Jiyao's measures to develop industry. Tang Jiyao was mentioned at the beginning of the paragraph, so when describing the seven measures, the subject was omitted and the parallelism was used to make the logical clear and concise. In the translation, in order to make the sentence structure complete, the translator adds the personal pronoun "he" as its subject, making the sentence conform to the

grammatical norms of the target language.

3.3.2 Lexical Level

3.3.2.1 Four-character Structure

Since ancient times, Chinese idioms and four-character structures have been widely used and have a strong aesthetic effect. As publicity materials, the tourism texts also always employ the four-character structure and idioms. Feng Qinghua^[4] believes that the four-character structure has three advantages: in terms of content, it is concise and comprehensive; in terms of form, it is neat and symmetrical; in terms of sound, it is pleasant. The four-character phrases are catchy and have a strong sense of rhythm. For example:

English: During his governing period of one year and eight months in Guizhou, Tang Jiyao took 14 measures to stabilize the political and economic order, including renovating official management, examining and choosing government officials, punishing corruption and so he was supported by the people of Guizhou.

Analysis: There are three four-character phrases in the original sentence: *zhengdulizhi*, *kaoxuanguanli* and *chengzhitanwu*. These three four-character phrases all show Tang Jiyao's actions in official management, which are concise and comprehensive. In the translation, the employment of the verb phrases “renovating official management, examining and choosing government officials, punishing corruption” keep the form consistent.

3.3.2.2 Analysis of Vocabulary Translation

English: old house

The term “*guju*” in Chinese means the house once lived in, mainly referring to the place where parents and other elders lived together during their birth, childhood, or even longer. As the name suggests, it is the residence of the hometown. The fourth word entry about “old” in Oxford dictionary is: having existed or been used for a long time (the ninth edition of the Oxford Advanced English Chinese Dictionary: 1482). So, “old house” emphasizes Mr. Tang Jiyao's old house, and cannot clearly convey the information about his hometown. The second entry for the explanation of “former” is: that used to have a particular position or status in the past (The ninth edition of the Oxford Advanced English Chinese Dictionary: 855). The word “former” can reflect a unique position. The word “house” sounds catchy and natural, but “residence” is recognized as a more formal usage. Therefore, “former residence” may be more appropriate.

English: Mr. Tang Jiyao's Old House was built in the late Qing Dynasty.

In the English introduction of Tang Jiyao's Former Residence, the information of construction time is translated into “Mr Tang Jiyao's former residence was built in the late Qing Dynasty. The phrase “In the late” only conveys the meaning of the late period, ignoring “the middle period” in the original text. The information “mid” is missed, so it is easy for readers to misunderstand that Tang Jiyao's former residence was built in the late Qing Dynasty. Therefore, it is appropriate to change the translation to “Mr. Tang Jiyao's former residence was built in the mid and late Qing Dynasty”, which is loyal to the Chinese introduction.

English: looks northward

“*Zuobei Chaonan*” is a Chinese four-character phrase in the introduction of Tang Jiyao's former residence. Chinese four-character phrases are very common, and pose certain difficulties when they are translated into English. Literal translation is not suitable for four-character phrases translation, or confusion may arise. In the translation, “*Zuonan*” is omitted, and “*Chaobei*” is kept, which is, to a large extent, easy for tourists to understand. According to the dictionary, “look” means “to face a particular direction” (The ninth edition of the Oxford Advanced English Chinese Dictionary:

1277) ;while “northward” means “ towards the north; facing north” (The ninth edition of the Oxford Advanced English Chinese Dictionary: 1454). “Looks northward” show double meaning of direction, causing semantic burden. So “look north or face north” may be more appropriate.

3.3.2.3 Other Suggestions

1) Tang Jiyao's former residence has gone through the changes of dynasties, and Mr. Tang Jiyao's own experience and achievements are difficult to express in words. In the materials displayed, there are dynasties, place names, school names and so on. For these nouns, the translator does not fully consider the needs of foreign tourists in the process of translation, and simple translation will bring confusion to foreigners. Translation is not only a simple matter of converting Chinese into English, but also the transformation of the information carried by the language. In order to achieve the communication among different languages, “What can remain unsaid in a source-language text must often be made explicit in a target-language text”^[5]. So, the translator should add some explanations when translating these nouns. For example, “*Qingdai*” cannot be translated into “Qing Dynasty” simply, because the foreigners do not know much about Chinese culture, and will be confused about the existence and duration of Qing Dynasty. Thus, it would be better to add the duration of Qing Dynasty (1636—1912) in the translation.

2) Tang Jiyao's former residence involves many revolutionary stories, so accurate description is necessary. It is suggested that the time, place and characters of the revolutionary story can be described more accurately. For example, “*Chongjiu Qiyi*” is the theme section in the introduction, and the translator renders it as “Chongjiu Uprising”. As Chinese natives, we may be confused about “Chongjiu Uprising”, let alone foreign tourists. So, in its English version, there should be more accurate information about it, like “Chongjiu Uprising (Uprising started in Kunming on October 10, 1911, the ninth day of the ninth lunar month, thus called Chongjiu (Double-Nine) Uprising)”.

4. Conclusion

This paper makes a comparative study of Chinese and English versions of the introduction to “*Tang Jiyao's Former Residence*”, and puts forward corresponding suggestions for the problems in its English introduction. The authors wish to make contributions to the integration and development of red cultural tourism resources in Northeast Yunnan, further promoting the co-creation, co-construction, co-integration and sharing of cultural tourism in the whole region, and realizing the sustainable development of the red cultural tourism industry in Northeast Yunnan.

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