

Research on International Communication Status of Cultural Classics in Hefei of Anhui Province—A Case Study of Anhui Revolutionary Martyrs' Deeds Exhibition Hall

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Abstract: “Cultural tourism” is increasingly becoming an important channel for economic, livelihood, international influence and cultural dissemination at home and abroad, while Hefei, Anhui Province, as an important old revolutionary area, has rich local revolutionary cultural resources. The translation of its foreign propaganda has become an important carrier of international dissemination of cultural classics, which is part of the content of "Let Chinese Culture Go Global", enabling more foreigners to have a deeper understanding of Chinese history and culture, and helping them to better understand traditional Chinese culture. This paper discusses and analyzes the status quo, problems and improvement strategies of the international communication of local cultural tourism based on the Chinese classics and its corresponding English versions in the Anhui Revolutionary Martyrs' Deeds Museum. The author explored the underlying problems in CE translation of the texts in the target discourse from various aspects mainly focusing on two---linguistic and functional, and meanwhile put forward her own recommendation of improvement strategies aiming at the solution of the above mentioned problems, with a view to contributing to the promotion of the international communication of local cultural classics.

1. Significance and Necessity of Research

China's "culture going out" is a strategic choice for China to promote cultural development and actively respond to globalization. China is a big country boasting of abundant cultural relics and also a big tourist country. "Cultural tourism", a special tourism product and cultural product with distinctive Chinese characteristics, has become a major highlight, which has attracted the attention of some foreign media and research institutes, among which the Asia-Pacific Tourism Association (APTA) Guide has reported on the development of China's cultural tourism through a special report, and its foreign propaganda and translation has become an important carrier for the international dissemination of cultural classics. The translation of its foreign propaganda has become an important carrier of international dissemination of cultural classics, which is part of the content of "Let Chinese Culture Go Global", enabling more foreigners to have a deeper understanding of Chinese history and culture, and helping them to better understand traditional Chinese culture.

Through the China Knowledge Network (CNN), by entering the subject search formula ("foreign propaganda" or "translation"), the search results can be found. ", several of the searchable papers dealt with cultural tourist attractions in Jiangxi, Shaanxi, and Hubei provinces, and the few studies of cultural classics translation in Anhui province also focused on the Lu'an area in western Anhui. Most of the related local cultural classics studies are translation studies of cultural tourism classics, relying on a certain translation theory and proposing specific translation paths or strategies related to a certain translation theory. Some of these studies are aimed at different cultural forms, combined with the introduction of local cultural tourism scenic spots and field studies. However, the research object in individual studies is not clear, mixing the public announcement language and the cultural text of the attractions without making a clear division.

Hefei is the capital city of Anhui Province, as an important old revolutionary area in China; cultural tourism has naturally become an indispensable tourism theme. Hefei has a lot of revolutionary tourism bases, such as the former site of the General Front Committee of the Battle of the Yangtze River, Chu Laowei New Fourth Army Eastward Anti-Japanese Memorial Museum, Qinglong Factory New Fourth Army Fourth Detachment Eastward Anti-Japanese Memorial Museum, Nanshan Martyrs' Mausoleum, Shushan Martyrs' Mausoleum, and Chapushan Revolutionary Martyrs' Monument, and so on. However, at present, the pace of research on international communication of revolutionary cultural tourism in Hefei region is still relatively lagging behind, and its communication effect is not satisfactory. Through field visits and online information inquiry, the author found that there are few cultural tourism text resources on Hefei's outreach, almost all of the cultural tourism bases do not have an English website, the cultural information lacks sufficient translations, and even a small number of existing translations of the text there are a lot of translation errors, inappropriate translations and other problems, which seriously affects the dissemination of local cultural classics.

2. Research and Discussion

2.1 The Current Situation of Research on International Communication of Local Cultural Classics

As the internationalization of cultural tourism continues to accelerate, the international communication of cultural tourism has entered the research field of academia, and related research has made some progress.

Since the beginning of the 21st century, domestic researchers have paid attention to many issues in the field of cultural tourism translation, including the characteristics of foreign propaganda translation, translator quality, translator subjectivity and audience, etc. They gradually shifted their vision from the defects of traditional translation research, i.e., the formal contrast between languages, to the constraints of the translation process and the effects of the textual function, the status of the translator, the original intent and other factors on the translation skills and principles. From 2013 onwards, some new research perspectives have appeared in the articles, and the interdisciplinary research on foreign propaganda translation from the perspective of communication, rhetoric, and constructivism has shown a further growing trend. There is also an increasing number of articles on cultural tourism outreach translation from the perspective of communication theory. Liu Ying (2015) [6] discusses translator, reader, message, noise path and feedback from the basic elements of the communication process, and puts forward strategies such as direct translation, compilation and analogy. Jia Wenbo (2014) [3] points out that the intention of English translation of cultural tourism is to expand the overseas market, and the cultural element is the biggest obstacle in the English translation; Zhao Lu (2014) [10] believes that only by taking the cultural factor into consideration when studying the cultural tourism text can we obtain the effect originally preset in

the text and successfully realize the communication and integration of Chinese and English cultures. Deng Xianyi et al. (2018) [1] take the memorial hall in Guangxi province as the object and conduct a research on the English translation of revolutionary materials with the guidance of the theory of purpose and text function; Liao Kunhui (2021) [4] investigates the current situation of the English translation of the cultural tourism explanatory words in Guizhou province, and based on the theory of translation norms, puts forward the opinions of improving the quality of the translation by comparing, dissecting and summarizing; Gong Yun and Dai Lixia (2022) [2] conducted a research on the local cultural tourism scenic spots in Nanchang, expounds the quality of its English translation, and based on the problems found, puts forward the opinions on the quality of its translation. Situation and put forward effective suggestions based on the problems found. Xiao Qun (2020) [8] introduces functionalist theories such as text type theory, translation behavior and purpose theory, explains the text types and text functions of cultural tourism materials, evaluates the quality of their English translation, and puts forward functionalist translation means and countermeasures; Liu Yanshi (2021) [5] chooses the theory of eco-translation to guide the translation of cultural tourism classics, puts forward the three-dimensional translation strategy of linguistic, cultural and communicative dimensions, and analyzes the effectiveness of the strategy with concrete examples; Liu Ying (2015) [6] thinks that the translation of cultural tourist attractions in Nanchang has been very effective, and puts forward effective suggestions based on the problems found. effectiveness of the strategy; Liu Ying (2015) [6] believes that communication theory can provide macro guidance for English translation of cultural tourism, and he discusses in depth the various types of main factors in the process of communication, and proposes three principles of English translation and five countermeasures of English translation on the problems of English translation of cultural tourism. Zhang Ying (2016) [9] discusses the translation strategy of English translation of cultural texts from the perspective of translation typology, and she believes that according to translation typology, translated texts can be divided into expressive texts, informative texts, evocative texts, etc. On this basis, from the perspective of the translator, due to the specificity of the cultural texts, the translation strategy needs to be both "semantic translation" and "communicative translation" and "communicative translation". Toury (2020) [7] analyzed the necessity of constructing an English-Chinese corpus of cultural tourism in Anhui Province from four levels, and on this basis put forward the ideas of constructing an English-Chinese corpus of cultural tourism---selection and import of corpus, header labeling and centralized labeling of corpus, manual alignment and tool alignment of corpus, retrieval of corpus, and improvement and maintenance of corpus.

To summarize, domestic and foreign studies on cultural tourism and its English translation have both macro and micro aspects, and monographs on tourism translation have been published one after another. The study of local cultural classics and old revolutionary areas has gradually become the focus, and various linguistic and translation theories have been used in the study of English translation of cultural tourism. English translation of cultural tourism is in a period of rapid development, and the fruitful results of previous research will lay a solid foundation for subsequent research.

2.2 Problems in the International Dissemination of Local Cultural Classics in Hefei Region

As an important old revolutionary area in China, Hefei, local cultural tourism has naturally become an indispensable tourism theme. There are many cultural revolutionary tourism bases in Hefei, such as the former site of the General Front Committee of the Battle of the Crossing of the Yangtze River, the Eastward Anti-Japanese Memorial Hall of the New Fourth Army in Chu Laowei, the Eastward Anti-Japanese Memorial Hall of the Fourth Detachment of the New Fourth Army in

Qinglongfang, the Nanshan Martyrs' Mausoleum, the Martyrs' Mausoleum in Shushan, and the Monument to the Revolutionary Martyrs of Chapuoshan. However, the current pace of research on cultural tourism outreach translation in Hefei is still relatively lagging behind, and its dissemination effect is not satisfactory. Through on-site visits and online data search, I found that there are very few cultural tourism text resources for outreach in Hefei, almost all of the cultural tourism bases do not have English websites, and there is a lack of sufficient translations of cultural materials, and even a small number of existing translations exist with many translation errors and inappropriate translations, and other problems. For example, the "Dujiang Battle Memorial" has appeared on the Internet many times with the translation of "Dujiang Battle Memorial", and even the wrong "Dujia Battle Memorial"; the "Memorial" has been translated into English, and the "Dujia Battle Memorial" has been translated into Chinese. Memorial"; "Shushan Martyrs' Cemetery" is translated as "Shushan Martyrs", which seriously affects the dissemination of local cultural classics.

The problems in the international dissemination of local cultural classics in Hefei can be basically divided into two categories: functional translation dilemma and linguistic translation dilemma. Functional translation dilemma is a kind of translation dilemma which is more common in the Jingjie materials, because many problems exist in the translation directly or indirectly damage the expected function of the translated text, which in turn affects the transmission of local culture to the outside world. Linguistic translation dilemma refers to the translation dilemma that violates the linguistic norms of the target language in the translated text, and its root cause is the lack of serious and rigorous attitude in translating the original text.

The international dissemination of local cultural classics is a cross-cultural communication process, and proper translation is conducive to accurately conveying the information in tourism materials, promoting the prosperous development of China's cultural tourism, and thus expanding China's cultural influence. In order to achieve good translation results, different translation cracking strategies can be considered for use. 1) Without violating the premise of the target language and culture, completely retaining the denotative meaning of the Chinese words in the translated materials, so as to obtain the content and form of the language. meaning in order to seek content and form conformity, and adopt the method of direct translation; 2) Due to the limitation of socio-cultural differences in the translation language, discard the literal meaning of the original text in order to achieve the purpose that the translation matches the content of the original text and the main linguistic functions are similar, and adopt the method of Italian translation to carry out partial adjustments; 3) Cultural interpretation strategy: the phenomenon of cultural defaults is very common in translating the cultural texts, and people with the same cultural background are The neglect of shared cultural background knowledge when communicating will become a big obstacle when people with different cultural backgrounds communicate. The different cultural backgrounds of the two languages will become the target readers' cultural default components, and this strategy can be adopted for the translation of the far-reaching narrative historical facts of local cultural classics. 4) Translation Compensation and Correspondence Strategy: When dealing with the problem of the differences between the English and Chinese tourism texts, the translator can use the compensation strategy to transmit the relevant information needed by the readers of the translation language, so as to maintain the authenticity of the translated text. In addition, the cultural correspondence strategy can also be applied, i.e., the characters or events in western culture that are intrinsically related to the translated materials can be used to explain the unique connotations of Chinese tourism culture, so that foreign tourists can easily understand and grasp the cultural connotations behind them, thus creating more cultural closeness and identification.

The author takes the English translation of "Anhui Revolutionary Martyrs' Deeds Exhibition Center" as an example to study the translation problems in the international dissemination of local cultural classics and puts forward suggestions for revision of the translation.

2.2.1 Linguistic Translation Dilemma

Example 1: SEIZING SMALL COMMEMORATIVE BOWL OF THE JAPAESE ARMY METAL MEDICINE BOX IN THEN REPUBLIC OF CHINA

The spelling mistakes are shown in example 1, JAPAESE should be JAPANES, and THEN should be THE. Similar mistakes appear more often in the English translations of the exhibition halls, which seriously affects the seriousness and authority of the international dissemination of local cultural classics.

Example 2: PHOTO ALBUM IN THE WAR OF LIBERATION

The English word for "album" is generally atlas or illustrated books, and album is generally used to refer to photo albums. Wikipedia defines album as follows: a. A book with blank pages for the insertion and preservation of collections, as of stamps or photographs; b. A collection of personal photographs or other images that are arranged for private viewing, as in a book or on a computer. A collection of personal photographs or other images that are arranged for private viewing, as in book or on a computer.

There is some confusion in the English translation shown in example 2 as to whether the exhibits are photographs or pictures, which can cause some confusion for visitors.

Example 3: OBJECTS OF MARTYR ZHENG CHENGHAI

Wikipedia defines object as: a specific, individual, material entity, especially one that is not living or not sentient, mostly referring to inanimate objects. The exhibits in example 3 are "relics", and it is obviously inappropriate for the English translation to expand them to "objects". In the author's opinion, it should be replaced by relics.

2.2.2 Functional Translation Dilemma

Example 4: ALBUM OF 2ND ANNIVERSARY OF THE EXPEDITION OF THE CHINESE PEOPLE'S VOLUNTEERS (1952)

According to the author's multi-channel enquiry, the common official translation of "Chinese People's Volunteers" in example 4 is indeed CPV (Chinese People's Volunteers), but the author believes that the function of the exhibits should be to tell visitors as much as possible about the historical background and culture of Anhui, so that visitors can get a more comprehensive understanding of the local cultural classics and promote the international dissemination of Anhui. However, the author believes that the function of the exhibits should be to tell the visitors as much as possible about the historical background and culture, so that they can get a more comprehensive understanding, thus promoting the international dissemination of Anhui's local cultural classics. Therefore, the author suggests adding notes appropriately when translating, for example, CPV can be expanded to Chinese People's Volunteers entering the Democratic People's Republic of Korea to fight in the War to Resist US Aggression and Aid Korea.

Example 5: METAL MEDICINE BOX IN THEN REPUBLIC OF CHINA

The "medicine box" in example 5 is a kind of box for making medicine, which reflects the precious quality of the revolutionaries' self-reliance in a difficult environment. In the English translation, it is treated as "medicine box", but the author thinks it is inappropriate, which means "medicine box", i.e. a box for medicine, not a box for making medicine. Therefore, the author thinks that it should be changed to "medicine-making box" or "pharmaceutical box" to avoid misunderstanding and ensure the smooth international dissemination of local cultural classics.

Example 6: SEIZING MEDAL OF 918 INCIDENT FROM THE JAPANESE ARMY

The English translation of example 6 contains a number of questionable translations. As a whole, the display is a medal of the September 18 Incident, which was captured by our army and belonged to the Japanese army and the translation, should first reflect the name of the display and then

introduce its background. In the original translation, "seizing medal of" is an action-centred expression, which is wrongly expressed and easily misunderstood by visitors. In addition, "medal" is used to commemorate an important event, while "medal" generally refers to a medal made to honour or reward a person, so it is more appropriate to use medallion or memorial badge. Secondly, on the issue of the "9 September incident". Secondly, the expression of the "September 18 Incident" can draw on the strategy of cultural interpretation. The phenomenon of cultural introspection is very common in the translation of local cultural classics, and this strategy can be adopted for the translation of narrative historical facts of far-reaching significance in local cultural classics. When dealing with the "September 18th Incident", the English translation can fill in the gap by adding narrative historical facts, which the author suggests to be "the Mukden or Manchurian Railway Incident of 18th September 1931 used by the Japanese as a means of defence against the Mukden or Manchurian Railway". 1931 used by the Japanese as a pretext annex Manchuria" (the Mukden or Manchurian Railway Incident of 18th September 1931, which was used by the Japanese army as a pretext to occupy Manchuria), which is not possible by simply translating it as "918 incident", which is not possible with a simple translation of "918".

3. Conclusions

Hefei, as the capital of the old revolutionary area of Anhui Province, has always attached importance to the work of international communication of local cultural classics, but the author found that the English translation problems in the Anhui Revolutionary Martyrs' Deeds Exhibition Hall are also prevalent in other cultural tourist attractions, which are mainly reflected in the linguistic translation dilemma and functional translation dilemma. International cultural communication workers should correct their attitudes, take their work seriously, improve the quality of translation, and enhance their ideological awareness; at the same time, those local cultural tourist attractions can also open up the social supervision and opinion channels, get timely feedback and timely corrections and improvements, and multi-pronged approach to create a competitive cultural tourism brand in Hefei, Anhui Province.

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1) Project name: The Meaning of Life in Translation --- A Study of the Guiding Significance of Ecological Translation Studies on the English Translation of Chinese Cultural Classics (Item number: 2022rw025.)

2) Project name: Research on the Integration of Ideological and Political Education into Chinese-English Translation Course Reform (Item number: 2022jy002)

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