Translation Activity's Interpersonal Function Research and College Students' Cross-Cultural Competence Development: An Extended Study Based on Bao Gong Park Translation Activities

Yuqian Wang

Anhui Xinhua University, Hefei, Anhui, China
791733435@qq.com

Abstract: The research will be based on the three-dimensional model of genre analysis proposed by Bhatia (2004) [2] and the three-dimensional model for analysing tourism genre texts constructed by Liao (2014, 2018) [5, 10]. It will conduct an interpersonal function analysis of existing Chinese-English translation texts at the selected research site from three dimensions: textual space, socio-cognitive space, and social space. The study aims to analyse and enhance the translation of tourist texts at Bao Gong Park. Additionally, it will engage with nearby Chinese cultural translation materials, practicing cultural outreach. Following the Translation Cross-Cultural Competence Scale (Yarosh, 2015) [14], the research will organize and standardize issues related to cultural awareness and social space that may arise during the translation analysis process. This study provides feasible solutions for cultivating cross-cultural competence among contemporary college students.

1. Introduction

On December 14, 2021, General Secretary delivered an important speech at the 11th National Congress of the Chinese Writers' Association and the 10th National Congress of the Chinese Artists' Association. He emphasized the need to root in the land of China, tell China's stories well, shape more images of Chinese culture recognized by the world, and showcase a vivid and multi-dimensional China. With the continuous progress of the times, the cultivation of cross-cultural competence in college students has gradually become a focal point in higher education. It is a key link in cultivating students' foundation in Chinese culture and an important path to promote Chinese culture to the world.

To convey China's millennium-old stories to the world, English, as a universal language, has become an essential bridge for communication. The cultivation of students' language and cultural literacy by the School of Foreign Languages/International Education School is crucial. Therefore, this study will focus on the interpersonal and textual dimensions of cross-cultural competence in college students based on the research of translation activities at Bao Gong Park, which was established in the seventh year of Jiayou in the Northern Song Dynasty (1063 AD). This study aims to explore constructive suggestions for cultivating the textual and interpersonal dimensions of

cross-cultural competence in college students through research on translation activities, promote students' awareness and recognition of Chinese culture, foster students' textual and interpersonal awareness through practical experiences, enhance their cross-cultural competence, and enable them to "tell China's stories" to the world.

The research will be conducted at Bao Gong Park in Hefei, Anhui Province, and has obtained research permission and support from the Bao Gong Cultural Research Association. As one of the national 4A-level tourist attractions in Anhui, Bao Gong Park serves various functions, including cultural heritage, tourism, politics, and education. The research content includes tourist brochures, guide signs, audio guides, Bao Zheng's stories, and the translation of the legal system of the Song Dynasty. "Tell China's stories, tell Bao Zheng's stories" is a symbol of local culture reaching out to the world. Bao Zheng's stories, as one of the symbols of Chinese culture, not only resonate with college students' lives but also serve as an effective means to cultivate cross-cultural communication skills through its translation functions as an international tourist attraction.

2. Literature Review

From the perspective of translation studies, since the emergence of functionalist translation theories and the cultural turn in translation studies, translation has always been considered a cross-cultural and cross-linguistic process. Therefore, translation is recognized as a form of cross-cultural communication from 1989. In the field of cross-cultural communication studies, translation is considered a specialized discipline within the realm of cross-cultural communication. Thus, it can be said that translation itself is a cross-cultural activity.

As a national 4-star tourist attraction, Bao Gong Park faces visitors from different countries in its text translations. Many scholars have conducted extensive research on tourist text translation. According to the definition of tourism by the United Nations World Tourism Organization (2004): it is a social, cultural, and economic phenomenon. This indicates that tourism is related to three fields: public relations, cross-cultural communication, and marketing. Among these, people (People) are at the core in all three fields. Therefore, in the process of translation, the interpersonal function of language, which is the interpersonal function of translation, is the most important aspect affecting the tourist experience and tourism development.

The interpersonal function of tourism text translation aims to explore the relationship between the original tourism text and the target readers (tourists). In tourist texts, translation affects three functions: textual function, interpersonal function, and localization function (Liao, 2018) [10]. Baker (2011) [1] proposed seven strategies for balancing textual equivalence to deal with the frequent translation of culturally loaded words in tourist texts. Furthermore, Comitre Narvaez, and Valverde Zam-brana (2014) [3, 4], through the analysis of Spanish brand sports, proposed external and internal constraints in the translation process, mentioning the relationship with readers as one of the external constraints in the translation process. In the translation of tourist brochures, there are mainly two obstacles that affect the interpersonal function. Firstly, the translation of tourist texts differs from the expectations of target readers, for example, if the translated text does not meet the content and norms expected by the target readers, and they cannot recognize it as a tourist brochure, then the text will not attract them and motivate them to visit. Secondly, the appellations used in the original tourist text and the native language of the tourist translation are different. When translating tourist texts from other languages into English, adjustments are often needed because, compared to Chinese, English tends to have a more informal and relaxed tone, but in Chinese, terms of respect like "Nin" (nń) are commonly used.

Kelly (1998) [9] believes that, to meet the expectations of target readers, tourist translation can be placed between translation and rewriting and requires the use of "adaptation strategies." In a

professional context, translators need to identify cultural differences and the consequences of not meeting the expectations of target readers. However, Mason (2004) [11] proposed "explicitation strategy," where translators can avoid making the original text too specialized by using a clear and straightforward way of expression to avoid losing the interest of ordinary tourists. For example, in the tourist signs in Bao Gong Park, there are idioms like "Ou Duan Si Lian" (óu duàn sī lián), translating them directly into pinyin would confuse foreign tourists, and explaining them in long sentences would lose the characteristics of the slogan. In tourist brochures, Chinese versions rarely use Chinese italics due to issues with Chinese characters, as italics can be difficult to identify, but in English tourist brochures, italics are often used to emphasize certain words. However, all these strategy choices are based on the translator's intuition and cultural sensitivity from the perspective of their own native language, and these differences are difficult to quantify and categorize.

Gill, Liao, and O'Gorman (2014) [5] attempted to address this issue by dividing the interactive dimension into three levels: textual space, socio-cognitive space, and social space, based on critical genre theory (Bhatia 2004) [2], they analyzed the website information of museums in Chinese and English with a small corpus. These three spaces are textual space, socio-cognitive (technical and professional) space, and social space.

To adapt to specific museum website texts, Gill, Liao, and O'Gorman (2014) [5, 6] concretized these three spaces into: textual space, socio-cognitive space, and social space.

Table 1: Three Spaces

Space	Illustration	Linguistic features
Textual	Lexical-grammar components	Word-frequency list Address terms Modal verbs
Socio-cognitive	Communicative goal	Text type Non-verbal presentation
Social	Social value	Evaluative adjectives, extra-textual information

Based on Table 1 (above) and the analysis obtained from data research, in 2018, Liao optimized his model to adapt to the translation of tourist texts:
• Text space: How to address visitors?
• Socio-cognitive space: How will the text influence visitors?
• Social space: How does the tourist destination function as an institution related to individuals in society?

Exploring the interpersonal function of tourist texts from these three spatial dimensions can not only examine the accuracy of translations and whether translations deviate from or conform to the conventions of the original genre but also enable cross-cultural comparisons [7].

3. Theoretical Practice in Bao Gong Park

From the three spatial dimensions of textual space, socio-cognitive space, and social space, Bao Gong Park, as a scenic space, includes specific translation research objects such as tourist brochures, tourist slogans, instructions, etc. Furthermore, Bao Gong Park is both a tourist attraction and a leisure park designed for residents. Its different social functions will affect the application of translation strategies. For example, the slogans in Bao Gong Park tend to be objective, so their translation may add some entertainment value. In addition, Jin Huikang (2004) [8] pointed out that Chinese is a high-context and information-rich language, so different translation texts should be used for different types of tourists. Another issue to be explored in the research is whether it is possible to convey the Song Dynasty society and legal system in which Bao Gong lived in the translated text, while also adapting to Western cultural traditions and customs.

The interpersonal function of translation involves other discourse participants, so it places higher demands on the translator's cross-cultural abilities. Conveying historical and cultural aspects is not only based on the original text but also requires cultural sensitivity in terms of culture and emotions. Therefore, in the analysis of the interpersonal function, the translation of Bao Gong Park's texts can provide insights into the development of cross-cultural abilities. Meanwhile, the "National Standards for Teaching Quality in Foreign Languages and Literature Programs" released in April 2018 defines "cross-cultural competence" as: respecting the diversity of world cultures, having cross-cultural empathy and critical cultural awareness; mastering basic cross-cultural research theories and analytical methods, understanding the basic characteristics and similarities and differences of Chinese and foreign cultures; being able to interpret and evaluate different cultural phenomena, texts, and products; being able to communicate effectively and appropriately across cultures; being able to help individuals from different cultural backgrounds communicate effectively across cultures. Therefore, as an important practical course in foreign languages and literature programs, translation provides a feasible model for the development of cross-cultural competence for college students, based on Yarosh's (2015) cross-cultural competence model, proposing a model for the development of college students' cross-cultural competence [14].

The first four items of its model are divided into textual dimensions (1 and 2) and interpersonal dimensions (3 and 4). Combining the research on interpersonal function in Bao Gong Park's translation activities, a model for cultivating the textual and interpersonal dimensions of cross-cultural competence in college students is proposed [11].

This study will conduct an interpersonal function analysis of the translation of tourist texts at Bao Gong Park, which was established in the seventh year of Jiayou in the Northern Song Dynasty (1063 AD). The study will focus on the textual and interpersonal dimensions of cross-cultural competence in college students based on the three-dimensional research of interpersonal function, aiming to explore constructive suggestions for the cultivation of college students' cross-cultural competence, promote students' awareness and recognition of Chinese culture, enable students to cultivate their cross-cultural competence through practical experiences, and enable them to "tell China's stories" to the world is shown in Figure 1.
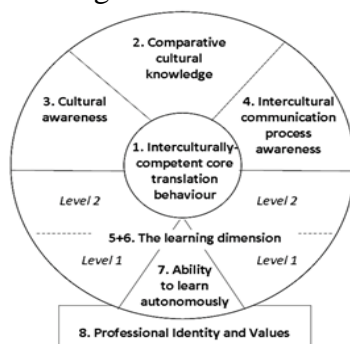

Figure 1: Cross-cultural Competence Model

The study will be based on Bhatia's (2004) [2] three-dimensional model of genre analysis and Liao's (2014, 2018) [5, 10] three-dimensional model for analyzing tourism genre texts. It will conduct an interpersonal function analysis of existing Chinese-English translation texts in the selected research site from three dimensions: textual space (textual space), socio-cognitive space (socio-cognitive space), and social space (social space). The study aims to analyze and improve the translation of tourist texts at Bao Gong Park and engage in cultural outreach practices using Chinese cultural translation materials in the surrounding environment. Following the Translation Cross-Cultural Competence Scale (Yarosh, 2015) [14], issues related to cultural awareness and social space that may arise during the translation analysis process will be organized and

standardized. Various items in the cross-cultural competence scale will be categorized into textual and interpersonal dimensions and studied in equivalence with interpersonal function in translation. This study provides feasible solutions for cultivating cross-cultural competence in contemporary college students [12].

4. Conclusion

This research focuses on analyzing the interpersonal function in translation activities at Bao Gong Park and proposes a model for cultivating cross-cultural competence in college students, emphasizing both textual and interpersonal dimensions. The study aims to provide constructive suggestions for enhancing students' awareness of Chinese culture, fostering cross-cultural competence, and enabling them to effectively communicate China's stories to the world [13].

The research site, Bao Gong Park in Hefei, Anhui Province, offers rich cultural content, making it an ideal location for studying the translation of tourist texts [15]. By employing Bhatia's three-dimensional model of genre analysis and Liao's analytical model for tourism genre texts, the study conducts an in-depth analysis of existing Chinese-English translation texts. This analysis encompasses textual space, socio-cognitive space, and social space, exploring the interpersonal function of the translations and their impact on participants' cross-cultural competence.

The research not only delves into improving the translation of tourist texts at Bao Gong Park but also integrates cultural materials from the surrounding environment, facilitating practical cultural outreach. Through a systematic analysis based on the Translation Cross-Cultural Competence Scale (Yarosh, 2015) [14], the study addresses issues related to cultural awareness and social space, providing standardized solutions. The findings contribute to the development of feasible strategies for cultivating cross-cultural competence among contemporary college students, aligning with the broader goal of promoting understanding and appreciation of Chinese culture globally.

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