

A Study on the English Translation of Public Notices in Jiaodong Red-Tourism and Folk Tourism Scenic Spots

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Abstract: Jiaodong region is rich in Red-Tourism resources and folk tourism resources. Doing a good job in the translation and promotion of tourism resources is of great significance for telling Chinese stories, spreading Chinese voices and showing China's image. However, the translation level of some tourist attractions' introduction texts has not kept up with the needs of the times. There are many problems such as low translation quality of texts, non-standard translation, and chaotic translation of urban public notices. In response to the existing problems, this study uses a combination of qualitative and quantitative research methods to investigate the current status and problems of English translation of Jiaodong Red-Tourism and folk tourism scenic spots' public notices, analyzes the main reasons for non-standard English translation, proposes the principles and methods of scenic spot public notice translation, and points out countermeasures to improve the quality of English translation of public notices. The study found that the problems of public notice translation are mainly concentrated at the text level, semantic level, pragmatic level and cultural level. Improving the translation quality of public notices requires jumping out of the language level and conducting research from a higher level of cultural field.

1. Introduction

The world is paying unprecedented attention to China, and soft power has become an important factor affecting the improvement of the country's international status. The report of the 20th National Congress requires accelerating the construction of Chinese discourse and Chinese narrative system, telling Chinese stories well, spreading Chinese voices well, and showing a credible, lovely and respectable Chinese image. The Chinese leaders also pointed out that to show the image is to promote the construction of international communication capabilities, tell Chinese stories well, spread Chinese voices well, show the world a real, three-dimensional and comprehensive China, and enhance the country's cultural soft power and the influence of Chinese culture. Jiaodong region is rich in red tourism resources and folk tourism resources, and receives tens of thousands of domestic and foreign tourists every year. Doing a good job in the translation and promotion of tourism resources is of great significance for telling Chinese stories well, spreading Chinese voices and showing China's image. However, the translation level of urban tourism publicity texts has not kept up with the needs of the times. There are still many problems such as low translation quality of tourist attraction publicity texts, non-standard translation, and

chaotic translation of urban public notices. How to promote tourism brands to foreign tourists and accurately convey the Chinese cultural information contained in tourism materials to attract more tourists is an important topic that needs to be explored by the majority of translators.

In this context, studying the English translation of the public notices of red tourism and folk tourism scenic spots in Jiaodong can theoretically better show the red culture and folk culture of Jiaodong to foreign tourists, tell good Chinese stories, spread the Chinese voice, and enhance the country's cultural soft power and Chinese cultural influence. In practice, studying the English translation of the public notices of red tourism and folk tourism scenic spots in Jiaodong can solve the problems of mistranslation and omission in the English translation of scenic spot public notices, which can effectively enhance the image of tourist attractions, increase the degree of openness of scenic spots, attract more foreign tourists, serve the local economy, and help rural revitalization.

2. Literature Review

2.1 Previous Studies on the Translation of Public Notices In China

Many Chinese and foreign scholars have made their own research and put forward their own views on the English translation of tourist scenic spot notices and the translation of related application texts. The following are some representative studies and views.

Lv Hefa (2005) elaborated on the meaning, application scope and application indicative function of public signs in “Functional Characteristics of Public Signs and Study on Chinese-English Translation”. He pointed out that public signs are open and facing the public, and they are text and graphic information related to their lives, production, life, ecology and livelihoods. Public signs have some of the same application characteristics as signs, logos and signs, but public signs are more widely used. All basic public text information content related to food, accommodation, transportation, travel, entertainment and shopping behaviors and needs announced to the public, tourists, overseas guests, foreigners stationed in China, Chinese citizens traveling and doing business abroad, etc., are within the scope of public sign research^[1]. Lv Hefa believes that public signs have four prominent application indicative functions in actual application: indicative, suggestive, restrictive and mandatory. Liu Yingchun and Wang Haiyan (2012) proposed the “four principles” of information-type public sign translation in “A Study on the Translation of Public Signs Based on Text Type Theory”, namely the normative principle, the consistency principle, the functional principle and the concise principle. They believe that any language has its own special rules and laws, and the translation of information-type public signs must first comply with the language norms of the target language^[2]. The translation of public signs should conform to the expression habits of the target language and make it clear to the readers of the target language. One way to solve the identity of public signs is to treat public signs as a special terminology, so that the use of public signs follows the norms and standards of the terminology and is unified according to the requirements of the terminology. According to the “functional” principle, the translation should highlight both the information function of the public sign and the usage function of the target being announced. They also pointed out that on the premise of ensuring the accuracy and completeness of the translation of information-type public signs, the translation language can be appropriately integrated according to the actual content of the information-type public signs to achieve the purpose of simplicity.

Wang Qian and Zhan Ju (2019) pointed out in “A Study on Cultural Function Translation Errors and Translator Subjectivity - Taking the Chinese-English Translation of Public Notices as an Example” that cultural function deviations between the original text and the translation will lead to cultural function translation errors, and to avoid cultural function translation errors, the translator's subjectivity must be brought into play^[3]. They believe that the less acceptable the translation is, the

greater the possibility of cultural function deviation. The retention of the original text's native and Chinese reference relationship and national cultural content in the translation is the representative element of cultural function translation errors. The lack of translator subjectivity and the original language-centered translation view are the main causes of cultural function translation errors.

2.2 Previous Studies on the Translation of Public Notices Abroad

Foreign scholars' research on the translation of applied texts such as tourist scenic spot public notices is represented by Peter Newmark, Christiane Nord and Eugene A. Nida. Newmark (1988) is a famous British translator and translation theorist, and a representative of the linguistic school. In his book *Approaches to Translation*, he divides texts into expressive function texts, informative function texts and vocative function texts according to different contents and styles^[4]. He believes that different translation methods should be adopted for different text types - semantic translation and communicative translation. Semantic translation requires that the target text should reproduce the contextual meaning of the source text as much as possible under the conditions that the semantic and syntactic structure of the target language allows. Communicative translation requires that the translation should try to produce an effect on the readers of the translation, which should be as close as possible to the effect of the original text on the readers of the original text. According to Newmark's theory, the main purpose of the public notice text of tourist attractions is to attract tourists to visit and provide information for tourists, and it should be classified as informative function text and vocative function text. The translation of the public notice of tourist attractions should adopt the translation strategy of communicative translation.

Nord (1991) is a German translation theorist and a representative of the second generation of functionalist purpose theory. In her books *Text Analysis in Translation* and *Purposeful Behavior: An Interpretation of Functionalist Translation Theory*, she proposed the translation methods of documentary translation and instrumental translation^[5]. Documentary translation is to record the information contained in the original text in the target language communication. Nord divided documentary translation into four types according to the translation type, translation function and translation process: line-by-line translation, word-by-word translation, linguistic translation and exotic translation. Instrumental translation is to regard translation as a tool, through which the translation can realize the role of the source text in the source language in the target language. Nord pointed out three characteristics of instrumental translation: (1) replace the function of the original text as much as possible, and replace the changes contained in the language and culture in the original text. (2) discover other functions of the text. (3) replace the effect of the original text. According to Nord's functionalist purpose theory of translation, the first principle of the translation of tourist attraction signs is to achieve the purpose of attracting foreign tourists and conveying information to foreign tourists. The translation of tourist attraction signs should adopt the translation strategy of instrumental translation. Nida (2003) is a famous American linguist, translator and translation theorist. In his books *Toward a Science of Translating* and *The Theory and Practice of Translation*, he proposed the famous translation theory of "dynamic equivalence", namely "functional equivalence". Nida believes that translation equivalence is not only lexical equivalence, but also semantic, stylistic and literary equivalence^[6]. The information conveyed by translation includes both surface lexical information and deep cultural information. The equivalence in "dynamic equivalence" includes four aspects: 1. Lexical equivalence; 2. Syntactic equivalence; 3. Text equivalence; 4. Stylistic equivalence. According to Nida's "functional equivalence" theory, the translation of tourist attraction notices should not only achieve lexical equivalence, but also semantic, stylistic, literary and cultural information equivalence.

In general, domestic and foreign scholars have conducted extensive research on the English

translation of tourist attraction notices. The research is based on diversified translation theories, diverse research methods and rich research results. However, there are still some deficiencies in the study of public notice translation, such as: the research mainly focuses on the classification of public notice translation errors, the analysis of the causes of mistranslation, and the selection of translation methods and countermeasures. The content is often repeated and the level is uneven; the terminology is not uniform and standardized, the theory is complicated, and the theoretical research is not in-depth and standardized. Especially since the beginning of the new century, the domestic and international situation and the tourism environment have undergone tremendous changes. The English translation of tourist scenic spot public notices has not kept up with the changes of the times. The theory it relies on is still limited to the theories of purpose theory and communicative translation proposed in the middle of the last century. It discusses tourism and translation, and does not take into account the translation of telling Chinese stories, spreading Chinese voices, showing a credible, lovely and respectable Chinese image, and improving the country's cultural soft power and the influence of Chinese culture.

3. Research Objectives and Problems Solved

3.1 Overall Goal of the Research Project

Aiming at the problems in the English translation of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots, the overall goal of this project is: through the research of this project, explore a set of effective methods and strategies for the translation of scenic spot public notices, continuously improve the image of tourist attractions, better show the red culture and folk culture of Jiaodong area to foreign tourists, tell Chinese stories well, spread Chinese voices well, and continuously improve the country's cultural soft power and Chinese cultural influence. (I) Practical goals: Through the investigation and research on the current status of the English translation of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots, obtain first-hand information on the current status of the English translation of the public notices, analyze the investigation report, summarize the categories of mistranslation of the public notices, analyze the causes of mistranslation, and explore the methods, principles and countermeasures of the translation of the public notices based on the guiding translation theory. (II) Theoretical objectives: Based on the full study of the English translation theory of tourist scenic spot notices at home and abroad, President Xi's new era of socialism with Chinese characteristics will be integrated into it, and the principles and standards of telling Chinese stories, spreading Chinese voices, showing a credible, lovely and respectable Chinese image, and improving the country's cultural soft power and the influence of Chinese culture will be included in the English translation of scenic spot notices, so as to explore a translation theory that better reflects the characteristics of the times and meets the requirements of the new era.

3.2 Problems Solved in the Project

The problems solved in this project are mainly practical and theoretical problems in the English translation of the public notices of the red tourism and folk tourism scenic spots in Jiaodong. First of all, in practice, this topic aims to solve the problem that the translation level of urban tourism external propaganda texts has not kept up with the needs of the development of the times, the translation quality of tourist attraction propaganda texts is not high, the translation is not standardized, the translation of urban public notices is chaotic, and there are many problems such as mistranslation and omission in the English translation of scenic spot public notices. Secondly, theoretically, this topic aims to solve the deficiencies in the study of public notice translation, such

as: the research mainly focuses on the classification of public notice translation errors, analysis of mistranslation causes, and selection of translation methods and countermeasures. The content is often repeated and the level is uneven; the terminology is not uniform and standardized, the theory is complicated, and the theoretical research is not in-depth and standardized. Especially since the beginning of the new century, the domestic and international situation and tourism environment have undergone tremendous changes. The English translation of public notices in tourist attractions has not kept up with the changes of the times. The theory it relies on is still limited to the theories of purpose theory and communicative translation proposed in the middle of the last century. It talks about tourism and translation. It does not take into account the translation of telling Chinese stories, spreading Chinese voices, showing a credible, lovely and respectable Chinese image, and improving the country's cultural soft power and the influence of Chinese culture identified.

4. Problems and Solutions

4.1 Investigation and Research on the Current Status of English Translation of Jiaodong Red Tourism and Folk Tourism Scenic Spots

The This project use a combination of qualitative and quantitative research methods to investigate and study the current status and existing problems of English translation of Jiaodong Red Tourism and Folk Tourism Scenic Spots. Specific methods include: (i) Field investigation This project select eight typical scenic spots of Jiaodong Red Tourism and Folk Tourism for field investigation, including Penglai Pavilion Scenic Area, Qi Jiguang's Hometown, Eight Immortals Crossing the Sea Scenic Area, Jiaodong Revolutionary Martyrs Cemetery, the former site of the Eighth Route Army Jiaodong Military Region, Landmine Warfare Scenic Area, Yantai Anti-Japanese Martyrs Memorial and Jiaodong First County Party Committee Revolutionary History and Culture Exhibition Hall, take photos of public notices on site, and select representative samples with four pragmatic functions: indicative, suggestive, restrictive and mandatory. (ii) Data Statistical Analysis This project summarizes, classifis and counts the samples with non-standardized English translation among the representative samples collected. The first-level standard for classification is tentatively set as four categories: translation problems at the text level (spelling errors, grammatical errors, typesetting errors, etc.), translation problems at the semantic level (omissions, multiple translations, wrong translations, mistranslations, unclear meanings, etc.), translation problems at the pragmatic level (inappropriate word selection, different styles, etc.) and translation problems at the cultural level (Chinglish, cross-cultural misunderstandings, etc.). (III) Questionnaire survey This project distribute questionnaires to foreign tourists and permanent foreigners (the specific subjects will be expanded or narrowed according to the actual situation) to investigate the subjects' acceptance of various non-standard English translations, and collect the subjects' opinions and suggestions on the English translation of scenic spot public notices. After collecting the questionnaires, the survey information is statistically analyzed and summarized.

4.2 Exploration of the Basic Guiding Theory of Translation of Tourist Scenic Spot Public Notices

This project conducts research on the basic guiding theory of the translation of public notices in tourist attractions from the following three aspects: First, the research team complete a literature review of the basic guiding theory of the English translation of public notices in tourist attractions in the past 20 years, and summarizes the existing basic guiding theories. The research team uses China National Knowledge Infrastructure and Google Scholar as the statistical sources of article data, selects papers on the basic guiding theory of the English translation of public notices in tourist

attractions in the past 20 years, and classifies and summarizes them. When investigating the current status of domestic research, this project focus on studying the similarities and differences of different schools of translation theories, and compare them with each other, explore the advantages and disadvantages of various schools of translation theories, and provide a solid foundation and reference for the proposal of new translation theories in this project.

When investigating the current status of foreign research, the project focuses on studying the translation theories of schools represented by Peter Newmark, Christiane Nord and Eugene A. Nida. When studying the theories of different schools, pay attention to referring to the interpretation and application research of their connotations by domestic scholars. Secondly, the research team conducts systematic, theoretical and academic research on Socialism with Chinese Characteristics for a New Era. Finally, the research team integrates Socialism with Chinese Characteristics for a New Era into the basic guiding theory research on the English translation of public notices in tourist attractions at home and abroad in the past 20 years, in order to propose new translation methods and theories that are more in line with the requirements of the new era and meet the needs of the new era. The theoretical exploration in this stage pays special attention to the translation requirements and principles to accelerate the construction of Chinese discourse and Chinese narrative system, tell Chinese stories well, spread Chinese voices well, show a credible, lovely and respectable Chinese image, and enhance the country's cultural soft power and the influence of Chinese culture..

4.3 Problems and Countermeasures of English Translation of Public Notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots

The research on the problems and countermeasures of English translation of public notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots is carried out on the basis of the current situation investigation and research on English translation of public notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots and the exploration of basic guiding theory research on translation of public notices in tourist attractions. This part of the research is the core content of this research. This part of the research is carried out from the following two aspects.

The first step is the analysis of the causes of non-standardized English translation and methods of English translation of public notices.

The analysis of the causes of non-standardized English translation in this topic is based on the sample classification and statistical results of the phenomenon of non-standardized English translation in the survey on the current status of English translation of public notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots. From the translation problems at the text level (spelling errors, grammatical errors, typesetting errors, etc.) and the translation problems at the semantic level (omissions, multiple translations, wrong translations, mistranslations, unclear meanings, etc.), it can be analyzed that the causes of non-standardized translation are largely attributed to the translator's own problems. The translator's basic English language level is limited, the translation skills are insufficient, and he has not received systematic translation training. He cannot correctly and accurately understand the Chinese information and express it in appropriate English. From the translation problems at the pragmatic level (inappropriate word selection, different stylistic styles, etc.) and the translation problems at the cultural level (Chinglish, cross-cultural misunderstandings, etc.), it can be seen that the causes of non-standardized translation also include language and cultural differences.

There are significant differences between the Chinese and English language and the Eastern and Western cultures. This difference will cause the phenomenon of non-standardized translation to a certain extent. In addition to the translator's own problems and cultural differences, the reasons for non-standardized translation include the fact that local governments and management departments

have not paid enough attention, have not conducted effective review and supervision on the English translation of public notices, and lack of special translation training in college English teaching.

This project believes that the methods of English translation of public notices can be summarized into two categories. One is the general Chinese-English translation method. Including word selection, addition translation, subtraction translation, modification translation, back translation, variation translation, transliteration, literal translation, and free translation. The other is the translation method unique to the English translation of scenic spot public notices, including translation, excerpt translation, interpretation, creative translation, and annotation translation. This topic will select representative examples from the English translation of the current situation of the English translation of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots to show the phenomenon of non-standardized English translation, and compare the translation after translation and improvement, so as to explain the specific use of the English translation method of public notices, and use the point to lead the whole.

The second step is the study on the translation principles of public notices and countermeasures to improve the quality of English translation of public notices.

This project studies the translation principles of public notices and countermeasures to improve the quality of English translation of public notices on the basis of the exploration and research of the basic guiding theory of translation of public notices in tourist attractions. This project believes that the methods, principles and countermeasures of English translation of public notices are to study translation problems at different levels. The general Chinese-English translation methods and unique translation methods included in the English translation methods of public notices are studied from the language level of words, phrases, sentences, paragraphs, and articles. The study of the translation principles of English translation of public notices jumps out of the language level and studies from a higher level of cultural field. The study of countermeasures to improve the quality of English translation of public notices is a translation study conducted at a social level higher than the language level and cultural level.

The study of the language level and cultural level is the basis of the social level translation study. The social level translation study is the sublimation of the language level and cultural level research. This project's research on the translation principles of English translation of public notices is based on basic translation guidance theories (such as functionalist purpose theory, communicative translation theory, functional equivalence theory and ecological translation theory, etc.), and integrate socialism with Chinese characteristics into it, in order to propose translation principles and theories that are more in line with the requirements of the times. This project's research on countermeasures to improve the quality of English translation of public notices focuses on the social level, that is, how to conduct research through strengthening supervision and translation teaching.

4.4 Design and Construction of a Chinese-English Parallel Corpus of Public Notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots

A corpus refers to a large-scale electronic text library that has been scientifically sampled and processed, which contains language materials that have actually appeared in the actual use of the language. With the help of computer analysis tools, researchers can carry out relevant language theory and application research. According to the number of languages included, it can be divided into monolingual corpora and multilingual corpora, and according to the purpose, it can also be divided into general corpora and special corpora. As a type of corpus, parallel corpus refers to a bilingual corpus consisting of the original text and its parallel corresponding target text". It has a wide range of uses. It can not only compare the similarities and differences between two languages, but also use it to carry out extensive translation teaching and research, as well as the development of

bilingual dictionaries.

The construction of the Chinese-English parallel corpus of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots in this project is based on the investigation and research on the current status of the English translation of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots and the English translation of the public notices of Jiaodong Red Tourism and Folk Tourism Scenic Spots. The construction of the parallel corpus of this project is divided into three stages: design, construction and application. In the design stage, the research team will classify and organize the collected corpus, correct the errors of the corpus text, and then design a multi-level and multi-category catalog. In the construction stage, the research team will use modern information technology to build the corpus and fill it with corpus. In the application stage, the research team will open the corpus for retrieval and promote its application..

5. Conclusions

This study believes that the problems of public notice translation are mainly concentrated at the text level, semantic level, pragmatic level and cultural level. Improving the translation quality of public notices requires jumping out of the language level and conducting research from a higher level of cultural field and the design and construction of a Chinese-English parallel corpus of public notices in Jiaodong Red Tourism and Folk Tourism Scenic Spots will help to improve the translation qualities.

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