

Research on Web Page Translation in Six Foreign Universities

Yulan Yang

Southwest Minzu University, Wuhou Campus, Chengdu, sichuan province, 610000

Keywords: University web page; Translation; Method

Abstract: With the globalization and the continuous development of the Internet, there are more and more channels for people to obtain information. In order to publicize school information, attract overseas talents, and expand foreign exchanges and cooperation, many domestic universities have set up their own English pages. By translating the web pages of famous foreign universities, it can help to build the English version of the web pages of domestic universities, and also help domestic scholars and students to apply for studying abroad, as well as the cooperation between schools. This paper discusses in detail the web page translation of six famous foreign universities, including Harvard University, Cambridge University, Massachusetts Institute of Technology, Oxford University, Stanford University and Edinburgh University. Under the guidance of certain translation theories, some translation methods, skills and experiences are discussed by using some examples in the process of translation.

1. Introduction

In today's Internet age, it has become a common practice to publicize oneself with the help of the Internet, and online texts have emerged at the historic moment. Many colleges and universities have not only set up Chinese web pages, but also set up English web pages to introduce the school situation more widely in order to attract more foreign students and scholars to study, exchange and cooperate. Translation is needed when language is no longer a means of communication but a barrier to communication. In this sense, translation itself is a means of communication. However, referring to the parallel English texts of foreign universities, we can find that there is a big difference between them. At present, many university web page translations have not achieved the expected communicative effect, and even some university web page translations have the phenomenon of mistranslation and omission. These errors are easy to cause ambiguity, which is not conducive to the propaganda work of Chinese universities. Therefore, in the process of college web page translation, it is necessary for translators to adopt corresponding translation strategies according to the communication nature of web page translation. This paper takes the web page translation of six famous foreign universities as an example, and under the guidance of certain translation theory, discusses some translation methods, skills and experiences by using some examples in the process of translation, aiming at providing reference for the propaganda work of Chinese universities.

2. Translation Practice and Thoughts

2.1. Analysis of translation practice process

Translation takes language as the medium. In the process of translation, one language and way of thinking are transformed into another, so the translation process is also a process of language processing. In the process of language processing, the most basic thing is to deal with the language itself, including vocabulary, sentences, paragraphs and texts. This paper analyzes the language processing in translation from two aspects: vocabulary and sentence.

2.1.1. Text analysis

Text has the same meaning as message, which refers to the information structure composed of certain codes or symbols. Text can reflect the creator's values and positions, so by analyzing the text content, we can infer some purposes and intentions of the text provider.

(1) Analysis of text types in college web page translation

As mentioned earlier, Rice divides texts into three types based on the three linguistic functions of Buller, namely informative texts, expressive texts and infectious texts. Information-based texts often have simple language, including information, knowledge, opinions, etc., and the language is logical, and the content or "topic" is the focus of communication; Emotional text refers to "creative work", the author or "sender" plays a prominent role in communication, the form of transmitting information is unique, and the language has aesthetic characteristics; The purpose of operational texts is to "induce behavioral responses", that is, to infect readers or "recipients" and make them take action. The introduction on the web pages of six universities aims to provide relevant information for the audience who want to know about the university. Therefore, the text types of the web pages belong to information type and operation type, with information function and infection function.

(2) The characteristics of college web pages

The main features of the translated web pages of six universities are as follows:

The first is the strong purpose. The purpose of setting up websites in colleges and universities is mainly to introduce various specific information of colleges and universities, such as school-running philosophy, institutional setup, teacher level, historical development, school strategy and application for studying abroad, etc. Through the introduction of this information, the school hopes to improve its popularity and influence, and also hopes to attract more domestic and international talents to study in the school. Therefore, the web pages of these five British universities have strong propaganda purposes.

Second, language is more complex. In the web pages of these five British universities, the expressions of some sentences are complex, and there are often many long and difficult sentences. Therefore, translators need to accurately analyze the sentence structure of these complex sentences in the process of translation, and make clear the relationship between the sentence components.

Third, it is highly professional. There are a large number of educational terms involved in the web page translation of five British universities, including various organizations and disciplines. Therefore, in the process of translation, translators must accurately grasp and be familiar with these terms to avoid mistranslation and mistranslation.

2.1.2. Vocabulary translation

Vocabulary is the most basic element to form a text, so the quality of vocabulary translation affects the overall quality of the text. There are various types of words, so different types of words need to be dealt with in a targeted way in translation.

(1) Translation of proper nouns

Proper nouns refer to the specific names of individuals, places or things, which generally include the names of people, places and organizations. Due to the nature of proper nouns, they are usually special terms with clear correspondence. Therefore, in the process of translation, proper nouns should be handled with great care to avoid mistranslation and affect the audience's understanding of the target text.

College name:

Example 1: (Harvard University)

Harvard John A. Paulson School of Engineering & Applied Sciences

Harvard Kennedy School

Harvard T.H. Chan School of Public Health

Radcliffe Institute for Advanced Study

Example 2: (Stanford University)

Earth school

Analysis: In translation, although the names of some colleges can be easily translated literally, due to the differences between Chinese and English cultures and the humanistic and historical background of the colleges at the beginning of their establishment, they do not completely correspond to the names of Chinese colleges.

For example, the name of the School of Engineering and Applied Sciences of Harvard University is "Harvard John A. Paulson School of Engineering & Applied Sciences". At first, I wondered why the names of people were interspersed in the middle of the school. Later, after consulting the data, I learned that "John A. Paulson" in the name of the school was an alumnus of Harvard University, and Harvard University received a donation of up to 400 million US dollars from the alumnus, which was also the largest donation in the history of Harvard University. Therefore, Harvard University published this news on the homepage of its website, and said that in order to commemorate his generous donation, Harvard University renamed the college "Harvard John A. Paulson School of Engineering & Applied Sciences". Similarly, the Kennedy School of Government of Harvard University was named Harvard Kennedy School because the Kennedy family donated money to Harvard University.

The word "earth" is the name of a college in Stanford University, and "earth school" means "School of Earth Sciences". This is quite special and unique to Stanford. After consulting a lot of relevant information, I learned that Stanford University was jointly established in 1891 by Leland Stanford, then governor and senator of California, and his wife Jane Lathrop Stanford. The university was named after their son Leland Stanford Jr., who died of typhoid fever on the eve of their 60th birthday (1884). Leland Stanford once told his wife: "All children in California will be our children in the future." Stanford is at the forefront of the United States. As the cradle of Silicon Valley, it pays more attention to the nature of the earth, so it is reasonable to set up this college.

Above, only by translating the names of some colleges, we can understand some historical conditions of the whole school, and then better understand the whole picture of the school. Therefore, in the process of translation, we should broaden the relevant knowledge in order to have a more comprehensive understanding of the target.

(2) Abbreviations

Example 3: (Harvard University)

DMD: Myodystrophy project

FAS: Financial accounting standards and policies

HDS: (Harvard Divinity School)

GSAS: (The Graduate School of Arts & Sciences)

HLS: (Harvard Law School)

Example 4: (Massachusetts Institute of Technology)

dmse(Department of Materials Science and Engineering)

bcs(Classification system of biopharmaceutics)

dusp(Department of Urban Studies and Planning)

Example 5: (Oxford University)

GDPR General Data Protection Regulations

Analysis: Apart from some common abbreviations, such as DMD (muscular dystrophy project) and FAS (financial accounting standards and policies), there are also some abbreviations unique to each school, which have their specific meanings in this webpage. For example, the abbreviation "HDS" can be searched on the web. There are hundreds of meanings such as HDS (Hardware Design Specification), HDS (Hazardous Devices School) dangerous devices, and HDS (History Data Service) historical data service. However, in the introduction page of Harvard University, its meaning exactly refers to the name of Harvard Divinity School. Similarly, the abbreviation of "dmse" has many meanings such as dimethyl selenium, selenide, methyl silicone rubber, etc., but in the introduction webpage of MIT, it does mean "Department of Materials Science and Engineering". Therefore, when we translate, we should not only rely on the answers from dictionaries or online queries, but also translate accurately according to the background of the target, which is exactly what the cultural translation school emphasizes.

(3) There are vocabulary in the school website

Example 6: (all 6 universities)

alumni

Example 7:

University A-Z (Harvard)

A-Z index (Stanford)

A-Z(Edinburgh)

Example 8:

Statement on Modern Slavery(Cambridge University, Oxford University)

Modern slavery (Edinburgh University)

Non-Discrimination(Stanford University)

Analysis: Before the translation of college web pages, I have never touched the above words. These words appear frequently in many college web pages, which means that every cause must bear fruit. I first looked up the dictionary to find out the Chinese meanings of these words. However, words such as "alumni" and "A-Z index" only rely on their own meanings, which is not enough for me to understand why they appear in many or even every university web page. Therefore, I consulted a large number of materials, and after systematic understanding, I learned that most of the funds for domestic universities are provided by the state, while a large amount of funds for foreign universities come from donations from alumni. Therefore, foreign countries attach great importance to alumni, and perhaps their alumni are just like their children to their parents in China. Therefore, every foreign university has a special section to introduce its famous alumni. And "A-Z index" is a kind of order index of arranging things abroad, that is, arranging things from a to z in turn.

In many school websites, such as Cambridge University, Oxford University and Edinburgh University, there is the word "slavery" at the end of the website. At first, I couldn't understand why there was the word "slave" behind the webpage of colleges and universities. I thought it had other uncommon meanings, so I entered this word into Google Translation and Youdao Translation System, and also looked it up with the help of Oxford Dictionary. The results were all related to the meaning of "slave" without exception. At this time, the relevant information of i query shows that, unlike China, western countries have a strong concept of race, while black slavery in the past is sensitive and needs to be paid great attention to, and the statement of "modern slavery" displayed on the university's webpage shows the university's attitude towards slavery. As stated by Edinburgh University: "At Edinburgh University, we are committed to protecting and respecting human rights and have zero tolerance for slavery and various forms of human trafficking. The statement was made in accordance with Article 54, Part 6 of Modern Slavery Act, and constituted the statement of slavery and human trafficking of Edinburgh University from August 1, 2018 to July 31, 2019. It lists the steps that universities have taken to involve slavery and human trafficking through our research, teaching and operational activities. " This also let me understand that the truly excellent colleges and universities are truly diversified and inclusive. However, they have a clear attitude and stand towards any unfair phenomenon, which undoubtedly shows the style of the school and attracts more students.

(4) Familiar words are ambiguous

Example 9: schools(Harvard University, MIT, Stanford, Edinburgh)

colleges(University of Cambridge)

academics(Stanford)

The above three words all mean "college"

Example 10: vice-Chancellor: (University of Cambridge)

associate professor(Stanford)

Example 11:give (Harvard, Cambridge)

Example 12: faculty(Harvard)

Example 13: venture(Harvard)

Analysis: The words listed above do not have the above meanings in our daily use. For example, "school" commonly means "school", which is translated as "college" here; The common meaning of

"associate" is "contact", which is used with professor here to mean "vice"; The common meaning of venture is "adventure", which is translated as "project" here.

As the saying goes, "the original is meaningless, and the meaning is born from the environment", in translation, we should not only pay attention to the common meaning of the word in our daily life, but comprehensively consider its meaning in combination with the context and audience.

2.1.3. Part of speech conversion

In last semester's English-Chinese contrastive course, I systematically understood some differences between English and Chinese.

English is a hypotaxis language, while Chinese parataxis language; English is more passive and Chinese is more active. English is more static words, such as nouns, prepositions and adjectives, while Chinese is more dynamic words, such as verbs ... It is precisely because English uses more static words while Chinese uses more dynamic words. Therefore, in the process of translation, in order to meet the usage habits of Chinese, more static words and dynamic words will be converted.

(1) Nouns turn into verbs

Example 14: It was named after the College's first benefactor, the young John Harvard of Charlestown, who upon his death in 1638 left his library and half estate to the institution.

Translation: 它是以学院的第一位捐赠者，查尔斯顿的年轻牧师约翰·哈佛命名的，他在1638年去世后把他的图书馆和一半的财产留给了学院。

Analysis: In the original text, the word "death" in "his death" is a noun, which means "死亡", and "his death" should be translated as "他的死亡" according to the original text. However, in the process of translation, we translate it as "他去世后", where "去世" is the verb meaning of "death". If we translate it literally, it will be very blunt and not in line with the expression habit of Chinese. There is no expression of "他在1638年的死亡" in Chinese. Therefore, in translation, the word is turned into a verb and translated as "在他1638年去世后", which makes the sentence more easily accepted by readers.

(2) Prepositions turn into verbs

Example 15: The bridge across the River Cam or Granta, from which the town took its name, had existed since at least 875.

Translation: 这座桥横跨卡姆河或格兰塔河，而这座城市以它的名字命名，至少从875年开始就存在了

Analysis: In the original text, "across" is a preposition, and "the River Cam or Granta" is a modification of "The bridge". When translating into Chinese, it is difficult to translate according to the original part of speech. Therefore, according to the meaning of the sentence, it is converted into verbs and translated into "横跨", which is in line with Chinese expression habits.

(3) Adjectives turn into verbs

Example 16: On the King's advice, the Council appear to have reached a compromise with Reid, whereby he would consign 2500 merks out of 4000 merks of the legacy, the other 4000 being unrealizable.

Translation: 在国王的建议下，议会似乎已经与里德达成妥协，他将从4000默克遗产中交付2500默克，其余4000默克无法实现。

Analysis: In the original text, "unrealizable" is an adjective, which means "unrealistic". If translated as "其余4000默克是不现实的", it obviously doesn't make sense in logic. Therefore, it is necessary to change its part of speech and translate "unrealizable" into "无法实现" according to the context of the whole sentence. The translated version is clearer and easier to understand than the literal version.

2.1.4. Translation of long and difficult sentences

As mentioned earlier, there are great differences in writing style between English and Chinese. The writing style in English is subject-predicate style, while that in Chinese is thematic style. English doesn't like repetition, and sentence forms pay attention to hypotaxis. Different sentence components can be combined into long sentences through various conjunctions. These long sentences are composed of multiple clauses, clauses and phrases. However, Chinese pays attention to parataxis and likes repetition, and there are few conjunctions in sentences, so the structure is not as compact as

English, and it is mostly presented in the form of short sentences. English nesting makes it difficult to understand and translate. Therefore, it is necessary to adopt certain skills, grasp the main content of long and difficult sentences, carefully analyze the logical grammatical relationship of sentences, and then turn lengthy sentences into short sentences with clear meanings according to Chinese expression habits.

Example 17: The town was an important trading center before the Domesday north of the bridge, and there were already substantial commercial and residential properties as well as several churches in the main settlement which lay south of the bridge

Translation: 在1086年的《每日邮报》调查之前, 该镇是一个重要的贸易中心, 当时一座城堡矗立在桥北面的高地上, 桥南面的主要定居点已经有大量的商业和住宅物业以及几座教堂。

Analysis: Although this sentence is long, it does not involve difficult words, and its logical structure is clear. It is a simple sentence with an attributive clause in compound sentence. "The town was an important trading center before the Domesday north of the bridge" is tied with "there were already substantial commercial and residential properties as well as several churches in the main settlement which lay south of the bridge". It contains the attributive clause "which lay south of the bridge" to modify "settlement". In translation, the content can be translated only by properly adjusting the word order and clarifying the logical relationship between clauses and main sentences.

Example 18: The Stanfords and founding President David Starr Jordan aimed for their new university to be nonsectarian, co-educational and affordable, to produce cultured and useful graduates, and to teach both the traditional liberal arts and the technology and engineering that were already changing America.

Translation: 斯坦福夫妇和创始总统大卫·斯塔尔·乔丹希望他们的新大学是非教派的、男女同校的、负担得起的, 培养有文化和有用的毕业生, 教授传统的文科和已经改变美国的技术和工程。

Analysis: This sentence is long, although it doesn't involve particularly difficult words, but there are many parallel components and an attributive clause, which is complicated in structure. In translation, attention should be paid to the parallel at different levels and the modification relationship between the clause and the main sentence. The first is the juxtaposition of "to be nonsectarian, co-educational and affordable", "to produce cultured and useful graduates" and "and to teach both the traditional liberal arts and the technology and engineering", Secondly, the three major parts have their own small juxtaposition, and finally the attributive clause guided by "that" modifies "the traditional liberal arts and the technology and engineering". Therefore, it is an important prerequisite for correct translation of this sentence to clarify the juxtaposition between the components at all levels.

Example 19: In 1188, the historian, Gerald of Wales, gave a public reading to the assembled Oxford dons and around 1190 the arrival of Emo of Friesland, the first know overseas student, set in motion the University's tradition of international scholarly links.

Translation: 1188年, 威尔士的历史学家杰拉尔德对聚集在一起的牛津大学教师进行了一次公开阅读活动, 大约1190年, 第一位著名的海外学生弗里斯兰的Emo的到来, 开启了该大学国际学术联系的传统。

Analysis: This sentence is not only long, but also has complex internal structure, which also involves the translation of some proper nouns, which is difficult in translation. This is a compound sentence guided by "and", with "the historian" as the subject; "gave" is the predicate; "a public reading" is the direct object; "the assembled Oxford dons" is the double object structure of indirect object and "the arrival of Emo of Friesland" is the subject. "Set" is the predicate; the subject-predicate-object structure with "the university's tradition of international academically links" as the object is juxtaposed; It also contains a parenthesis "Gerald of Wales" and a non-restrictive attributive clause "the first know overseas student". Therefore, when translating, the whole sentence is divided and reorganized according to the whole logical relationship and Chinese language expression, so that the meaning of the whole sentence can be clearly expressed. At the same time, we can also see that the translation of this sentence also involves the addition and omission of some words. Such as "gave a public reading", if translated according to the original text, it should be translated as "进行了一次公开阅读". However, as a Chinese sentence, this sentence is obviously incomplete, so it is added as "进行了一次公开阅读活动"; The complete translation of "set in motion"

should be "在开动中设置", but this does not conform to the expression habit of Chinese, so it is abbreviated as "开启了".

After some of the above methods, the translated sentences are more fluent and more in line with the reading habits of Chinese readers.

2.2. A summary of translation strategies and skills of college web pages

2.2.1. Selection of translation strategies for college web pages under the guidance of Skopostheorie

There are two translation strategies, namely domestication and foreignization. Alienation emphasizes the translator's dependence on the author, and the translation retains the exotic color of the original text, as well as the linguistic and cultural differences between the source language and the target language, so the style may be unsmooth or obscure. Domestication emphasizes that translators rely on readers, take the target culture as their destination, and use the language familiar to the target readers in translation, so that the translation will be more easy to understand. Hans Vermeer holds that "the rule of purpose" is the first of many translation rules, that is, translation purpose determines translation strategies and methods. Therefore, in translation, the translator should first define the translation purpose according to the translation materials and context, and then decide which translation strategies and methods to adopt according to the translation purpose. This translation strategy can be domestication, foreignization or a combination of the two. The main purpose of this Chinese translation of web pages from six foreign universities is to enable Chinese readers to have a more detailed understanding of the specific information of these six universities. Therefore, its target audience is Chinese students and other groups, but the translated materials also involve British history, culture and education system, so it is necessary to preserve the cultural characteristics of the source language. Therefore, in the translation process, the translation strategy of combining domestication and foreignization is generally adopted, which makes the translation easier for readers to understand while retaining the cultural color of the original text.

(1) Skills of web page translation in colleges and universities

① Addition translation method

Because there are differences in language expression between English and Chinese, it is necessary to add some words or sentences according to the context of the original text to make the meaning expression clearer. In the process of translation of college web page texts, many times, the method of adding translation was adopted to add the missing subjects and other information in some sentences of the original text, so as to make the sentences more fluent and enhance the cohesion of context.

Example 20: Founded to accelerate the nation's industrial revolution, MIT is profoundly American,

Translation: 麻省理工学院的成立是为了加速美国的工业革命, 它深深地体现了美国特色。

Analysis: When translating this sentence, if it is translated literally, the language expression of the whole translation is a bit stiff and obscure, so it is supplemented according to the meaning of the sentence, and a noun "特色" is added after "American", which makes the expression of the translation smoother.

② Provincial translation method

The provincial translation method means that some words in the original text are omitted and not translated. If translated, some words in the original text become cumbersome or do not conform to the language expression habits of the target language. Therefore, they are provincial translated without affecting the readers' understanding of the meaning of the original sentence. There will be a lot of redundant contents in the texts of college web pages, so they are saved in translation to make the sentences concise and clear.

Example 21: From 1878, academic halls were established for women and they were admitted to full membership of the University in 1920.

Translation: 从1878年起, 为妇女设立了学术会堂, 1920年被大学正式接纳为会员。

Analysis: In this sentence, "women" and "they" refer to the same content. Even if they are not translated, it will not affect the reader's understanding. If both are translated, it will be more procrastinating. Therefore, "they" is omitted in translation.

③ Word order adjustment method

Word order refers to the arrangement order of sentence components, and word order adjustment refers to the adjustment and reorganization of various components or the order of words in the original text according to the language expression of the target language, so as to make the translation more standard and smooth.

Example 22: Upon his death in 1638, he left his library and half his estate to the institution established in 1636 by vote of the Great and General Court of the Massachusetts Bay Colony.

Translation: 1638年去世后，他将自己的图书馆和一半财产留给了1636年由马萨诸塞湾殖民地大法院和总法院投票设立的机构。

Analysis: When translating this sentence, I adjusted the sentence components according to Chinese expression habits, moving "by vote of the Great and General Court of the Massachusetts Bay Colony" before "the institution" and then "established in 1636" before both, so that the whole translation conforms to the Chinese expression.

2.2.2. Defects and deficiencies in translation

Looking back at the whole web page translation process, there are many shortcomings. First of all, translation AIDS are seldom used. The whole translation process relies on paper tools and electronic tools, but only Google translation and Youdao translation software are used, and professional translation software is not used. There are few corpus materials, so the professionalism of the translation may be lacking. As a translator, I should be familiar with all kinds of translation software, so I will strengthen the study and application of translation software in the later translation process to improve the translation quality. Secondly, because the translated text of this webpage involves a large amount of foreign geography, history, culture and education information, and I don't know some specific information, so some expressions may not be professional enough, but we can't avoid not translating, which affects the faithfulness of the article. I hope the teacher will give me some corrections.

3. Summary

Each university's web page has its own characteristics. Harvard is full of humanistic atmosphere, while MIT is relatively simple and full of "sense of science and technology". Each school has its own cultural heritage and humanistic quality. As Chomsky said, why did linguistics come from MIT instead of Harvard? This is closely related to the characteristics of each school, and these characteristics can also be seen in its own web pages.

In the process of translating the web pages of various universities, we have a better understanding of English, Chinese and the relationship between them, and have a more practical experience in translation.

References

- [1] Wang Guofeng. New Practical English-Chinese Translation Course [M]. Hangzhou. Zhejiang University Press .2014
- [2] Cao Minglun. English-Chinese translation practice and analysis [M]. Chengdu. Sichuan People's Publishing House .2007
- [3] Ren Hong. Introduction to Translation [M]. Nanjing. Southeast University Press .2007
- [4] Duan Wenpo. Theoretical basis of English-Chinese-English translation [M]. Gansu. Gansu Science and Technology Press .2004
- [5] Yang Lijun. Research on English Translation of Domestic University Web Pages [J]. Translation

Forum .2016 (2).

[6] Li Diandong, Cao Jiali. A Probe into English Translation of College Web Pages from the Perspective of Functional Translation Theory [J]. Overseas English .2019 (24).

[7] Li Diandong, Chen Xianbo. A Comparative Study of Chinese and English on University Web Pages from the Perspective of Skopostheorie [J]. Overseas English .2019 (22).

[8] Lu Yu. From the perspective of functional translation theory, explore the translation techniques of college webpage introduction-taking some colleges and universities in Henan as an example [J]. China National Expo, 2018(07).

[9] Li Li, Yang Yu. A Probe into the English Translation of College Web Pages from the Perspective of Functional Translation Theory —— Taking Kunming University of Science and Technology as an example [J]. Modern Chinese (Language Research Edition), 2016(07).

[10] Hu Yanli. Report on the Practice of Web Translation in Five British Universities [D]. Tianjin University of Finance and Economics, 2017.