

A Study of Publicity Translation Strategies from Multiple Perspectives

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Abstract: with the Increasing Globalization, the Communication between China and Other Countries in the World is Increasingly Close, and China's Influence on the World is Also Growing. Foreign Publicity Translation Plays an Important Role in Our Country's Foreign Exchange. It is an Important Window for Our Country to Shape and Spread the National Image, and It is of Great Significance to Enhance the Cultural Soft Power. as Far as the Current Situation is Concerned, There Are Many Deficiencies in Our Country's Publicity Translation, Such as Many Mistakes and Lack of Standardization, Which Seriously Damage Our Country's National Image. This Paper Explores the Norms of Publicity Translation from the Perspective of National Image, Hoping to Play a Certain Role in China's Publicity Translation.

1. Introduction

Publicity Translation is an Important Means to Promote the Image of the Country and an Important Factor to Measure the Country's Ability to Communicate with Foreign Countries. However, There Are Many Problems in the Practice of Publicity Translation in China and in the Related Research. for Example, in the Practice of Publicity Translation, There Are Many Problems, Such as Inaccurate Translation and Nonstandard Translation Caused by Language Errors and Cultural Differences. Although We Can Recognize Our Own Problems When We Study Publicity Translation, Sometimes It is One-Sided and Can't Solve Our Own Problems Comprehensively. Translation Norms Are Not Only the Embodiment of Translation Values and Concepts, But Also the Embodiment of Translation Quality[1]. Due to the Different National Interests and Ideologies, Western Countries Have Continuously Discredited Our National Image through the International Discourse Power Dominated by Them, So That Other Countries in the World Hold Biases and Misunderstandings Against Us, Which Has Seriously Affected Our National Image. How to Make China's Thoughts and Ideas Accepted by Other Countries in the World Requires China to Make Efforts in the Field of Foreign Publicity Translation, Standardize Foreign Publicity Translation and Establish a Good Image.

2. the Relationship between Publicity Translation and National Image

2.1 National Image

National image is an important manifestation of a country's cultural soft power. National image is conducive to enhancing national cohesion, and it will have a certain impact on the work of government organs. National image mainly refers to the recognition and evaluation of a country formed by other countries in the world through corresponding media, which is directly related to a country's spiritual outlook and political reputation in the world[2]. Each country needs to position and shape its own national image. This is also the case in our country. Especially in the context of globalization, it is very important to build an image of harmony and prosperity, democracy and the rule of law, solidarity and friendship, development and stability, and win-win cooperation.

Table 1 Approval of Various Trainings

	Auditory training	Vocal skills	Audio visual training
Agreed number	784	873	685
Number of opponents	116	27	215
Total	900	900	900

2.2 Publicity Translation and the Construction and Dissemination of National Image

The most direct interpretation of the meaning of publicity translation is to publicize a country's materials to other countries in the world through translation. There are two meanings in the translation of foreign publicity[3]. In a broad sense, the translation of foreign publicity contains a wide range of content, which is the translation of practical styles in addition to the translation of literary works. In a narrow sense, the translation of foreign publicity mainly refers to the translation of practical styles touched by the state government organs[4]. In addition, from the practical level, the accuracy and political nature of publicity translation will have a corresponding impact on the reputation and status of relevant countries in the world. In recent years, "China Threat Theory" and other statements against China have appeared in the world, which have seriously damaged China's national image. The main reason for this phenomenon is the malicious defamation in the west, but it is also related to the inadequate attention and quality of China's publicity translation work. Therefore, we must attach importance to publicity translation.

3. The Shortcomings of Publicity Translation in China

Publicity translation is a carrier representing the overall image of a country, which is responsible for shaping and disseminating the national image[5]. However, in terms of the actual situation of publicity translation work abroad, the quality problems in China's publicity translation work are mainly manifested in the nonstandard publicity translation and the existence of language errors, which are explained in detail below.

Table 2 General Knowledge And Culture of English Teachers in China

	Generalized Average Score of Cultural Knowledge	Average score of English expression of generalized cultural knowledge
English Majors	1233	897
Non-English Majors	897	1321
English teachers	537	555

3.1 Problems in Language

The most common mistake in our foreign publicity translation is the problem of language. The main manifestations are: first, phonetic errors, grammatical inaccuracies, inconsistent translation, etc. The mistakes of Pinyin mainly appear in the publicity of our country, tourist leaflets and other places. Some foreign words do not use abbreviations, but use pinyin instead, so that not only the effective information can not be transmitted to the audience, but also easy to mislead the audience. Second, punctuation is wrong. Punctuation seems to be a small problem in translation, but sometimes it will lead to a big misunderstanding or even serious events[6]. Third, grammatical errors. There are differences in the cultures of each country, which leads to differences in the same language in different countries. In addition, the combination of parts of speech, singular and plural numbers and other aspects leads to many errors. Fourth, the translations are inconsistent. The same thing has different names in different translations or even in the same translation.

3.2 Extra Language Errors

The errors outside language are mainly manifested as follows: first, improper tone. For example, in China, there will be signs such as "no admittance for idle people" in the kitchen and "no admittance for tourists" in the tourist attractions. We think this is a normal requirement, but in the eyes of people in some countries, it seems very tough and disrespectful, and they will have

antipathy. If the tone of expression is changed, they may be more easily accepted[7]. Second, Chinglish. Because of the differences in culture and language habits, Chinglish is produced by many people in China when they translate Chinese into English. Chinglish is not only incomprehensible to the Chinese themselves, but also difficult for foreigners to understand. The most important thing is that this kind of translation is wrong, it is difficult to achieve the purpose of publicity translation, let alone good publicity [8]. Third, ignore the differences between cultures. There are great differences in customs, languages and cultures among different countries. When translating publicity, we should take different translations in combination with the cultural background of the corresponding countries, so that publicity translation can play a real role.

4. Norms of Publicity Translation

4.1 Principles to Be Followed in the Norms of Publicity Translation

Translation norms began to be mentioned in the 1960s, and entered the research stage in the 1970s. At that time, translation norms were defined as the norms and constraints given to translators' behaviors in the context of corresponding social and cultural systems. Because of the strong political nature of foreign publicity translation, which involves the national policies and policies, and is closely related to the national interests, the norms of foreign publicity translation must follow the corresponding principles, that is, we must adhere to the fundamental principle of "political equivalence", and adhere to the three major principles of "internal and external differences", "external differences", "including but not revealing"[9]. Adhere to the general principle of "three efforts" and "Three Closeness", focus on creating a favorable international public opinion environment, focus on building a good international image of China, focus on maintaining China's national security and stability; close to China's national conditions, close to foreign information needs, close to foreign thinking and habits.

4.2 The Relationship between Translation, National Image and Norms

The relationship among translation, national image and norms is inseparable. First, there is a close relationship among publicity translation, information dissemination, shared concept and national image. Publicity translation is the way of information dissemination, and it also participates in the construction of common ideas and shapes the image of the country through information dissemination. When norms are applied to it, the national image depends on the concept of common ownership. The realization of the concept of common ownership comes from the recognition of the concept. To get the recognition of the concept, it needs to be done through the standardization of translation. Therefore, it is necessary to standardize the publicity translation from the perspective of national image.

5. Standard Strategies of Publicity Translation from the Perspective of National Image

5.1 Government Departments Pay Attention to Relevant Work and Strengthen Management

Publicity translation is related to the shaping of national image, the improvement of national cultural soft power and the creation of a good social atmosphere, and publicity translation norms have a greater impact on this. All government departments should pay more attention to the norms of publicity translation, do a good job in writing, checking, translating, auditing and other aspects to ensure the norms and quality of publicity translation. At present, there are few professional talents of publicity translation in China, so it is very important to cultivate high-quality publicity translation talents. Higher education is an important way to cultivate talents of publicity translation. When conducting translation teaching in Colleges and universities, teachers should carry out teaching in a planned and purposeful way, pay attention to training students' practical ability, so that they can improve their own translation level in practice, so as to discover their own errors and deficiencies in translation, correct them in time, and enable students to meet the requirements of the society for translators. In addition, there are few foreign language translation dictionaries in China

at present, so relevant departments should strengthen the revision and compilation of dictionaries, so that translators can have evidence when they are working.

5.2 Ensure the Accuracy and Authenticity of Publicity Translation

In order to ensure the standardization of publicity translation, we need to ensure the accuracy of the translated language and the authenticity of the translated content, which is also the basic requirement of publicity translation. It is the soul of publicity translation to ensure the objectivity and authenticity of the reports. In communication science, foreign publicity translators are regarded as “gatekeepers”, who control the direction of news communication and ensure its good development. This requires translators not only to have an accurate understanding of the translated content, but also to be able to translate it well, so that the audience can accept it more easily, and to ensure that the translated content is consistent with the facts. In addition, in the process of translation, the foreign publicity translators should proofread the translated content to ensure that the translated content is accurate and can not be used by themselves Will to add and delete at will. The materials quoted in the translation should also be verified to ensure their accuracy, and the views in the translated documents should be analyzed, which should not conflict with the national policies, and actively maintain the image of the country. The language of publicity translation is an important way for the audience to understand the relevant content. Therefore, the language used for translation must be rigorous and accurate, and the workers of publicity translation must be able to understand the translated content accurately, so as to make the translated content consistent with the original.

5.3 Add Explanation to Ensure Readability of Publicity Translation

Compared with other translation contents, publicity translation should be easy to understand so as to improve readability and publicity effect. In the process of foreign publicity translation, it is necessary to fully consider the region of the translated language and the language habits of the audience, so as to ensure that the translated content is easy for the audience to understand. Under the condition of ensuring that the text content is not changed, the translated words and sentences can be beautified to make it more readable and attractive. In addition, due to the great differences in culture, politics, customs and habits of various countries, these factors should be fully considered in the translation of foreign publicity, and corresponding explanations should be added to make it easier for the audience to understand.

6. Conclusion

There is a great relationship between publicity translation and national image. The quality of publicity translation determines whether the national image can be improved, and the standardization of publicity translation is an important factor to ensure the quality of publicity translation. From the perspective of national image, we must adopt corresponding strategies to standardize the publicity translation, so as to achieve the effect of publicity translation, eliminate the misunderstanding of other countries to our country, and maintain the national image.

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