

Research on the Translation of Scenic Spot Texts from the Perspective of Eco-Translatology

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Abstract: The translation of the text of the scenic spot under the ecological visual threshold has a positive effect on the quality of the scenic spot and the construction of the social image, so it is very important to make the text translation of the scenic spot in the new era. In this paper, the definition and theoretical framework of eco-translation is first analyzed, and then the current situation of the application of the eco-translation in the translation of the scenic area is explained, and the effective countermeasures of the translation of the text of the scenic spot are mainly studied in the light of the current situation.

1. Introduction

In recent years, with the development of market economy, the demand of people's material culture is increasing, and tourism has become an important factor to drive the economic growth. In order to improve the service system of the scenic spot and promote the rapid development of the tourism economy, the staff of the relevant field should make clear the importance of the translation of the text in the scenic area under the ecological visual threshold, and promote the translation level of the text with scientific and reasonable countermeasures.

2. Definition and Theoretical Framework of Eco-Translation

The concept of ecological translation is an organic combination of ecology and translation, and is an interdisciplinary translation study based on ecology. The application of eco-translation in the text translation should also take into account the relation and function between the language and the ecological environment, and complete the relevant translation work in the specific situation. In addition, the theory of ecological translation should be based on the thought of the theory of evolution, develop research on the existing translation work, and be good at making use of the change of development to look at the problems and thinking affairs. At the same time, a brand-new description and analysis of the nature, process and standard of translation should be carried out based on the integrity of the ecosystem.

The formation of ecological translation theory is closely related to the background of the times and the development of social thought. As a new subject, ecological translation plays a positive role in promoting the development of social progress and academic research. Ecological translation theory is a new method of translation research, which has a good influence on improving translation quality and consolidating translation achievements. In practice, technicians should comprehensively analyze the application status of ecological translation in scenic spot text translation, and make use of effective methods and measures to promote the rational and orderly development of scenic spot translation.

3. The Current Situation of the Translation of the Text in the Scenic Area

In the existing text translation of scenic spots, it is found that there are errors in the translation of some formula languages, irregular language expression and poor translation, which seriously affect the quality of service in scenic spots. Taking the translation of Datang Nightnight City in Qujiang Scenic spot in Xi'an, Shaanxi Province as an example, one scenic spot is translated as "Great Tang

All Day Mall” and the other in the same scenic spot is translated as “Tang Mall”. In English, All day means daytime, and “All Day Mall” means shopping malls that open during the day. As a scenic spot of Qujiang River in Shaanxi Province Both “Great Tang All Day Mall” and “Tang Mall” are not enough to show the original Chinese meaning of Datang Nightnight City, and there is a lack of visual translation of the bustling scene of the Nightnight City. At the same time, there are two kinds of translation texts in a landscape, which also reflect the irregularity of translation.

At present, the text translation of scenic spots has become the representative of the cultural influence of scenic spots, which has a favorable impact on the dissemination of spiritual civilization in scenic spots. However, in the process of practical translation, the translation of scenic spots text is not standardized and the lack of cultural connotation exists for a long time, which seriously affects the image construction of scenic spots. At the same time, in the translation of scenic spot texts, advanced translation methods, such as three-dimensional transformation, i.e. The application of linguistic dimension transformation, cultural dimension transformation and communication dimension transformation, are not proficient enough, which to some extent affects the effectiveness of scenic spot text translation from the perspective of ecological translation, and is not conducive to the intrinsic value and significance of scenic spot text translation. In order to effectively improve this situation, it is necessary to study advanced text translation methods and improve the level of text translation in scenic spots [1].

4. The Translation of the Text of the Scenic Spot in the Visual Threshold of the 3-Ecological Translation

4.1 Practical Application of Three-Dimensional Conversion Method

From the perspective of ecological translation, the application of “three-dimensional transformation method” can effectively improve the current problem of non-standard translation in scenic spots. In the translation of scenic spot formula signs and deixis, the relevant personnel should comprehensively consider the meaning and background of the translation content, and the three dimensions are interdependent. Because of the accuracy of the translation of the language dimensions, the translation of the other two dimensions can be guaranteed without errors. At the same time, there are different grammatical rules between Chinese and English. The differences and connections between the two languages should be fully considered in translation, and the test should be carried out after translation to ensure that the translated language conforms to grammar and can achieve the desired translation effect. According to the “three dimensions” in the theory of ecological translation. “in the method of translation, translators should respect the rules of voice conversion in different languages and take into account the changes of cultural connotation and word order. In addition, balance is the basic principle of translation in different language systems, and it is also the core idea in the concept of ecological translatology. Under this concept, translation strategies need to be balanced with skills, that is, translation is neither completely referring to the original text nor catering to readers.

The application of three-dimensional transformation method in scenic spot text translation can be expounded from three dimensions:

The first is the translation of scenic spots in the language dimension. The translator needs to realize the adaptive transformation of the language form in the translation work. Two main points should be paid attention to, one is the accurate use of words, the other is the reasonableness of sentences. Due to the fact that the English texts of scenic spots are mainly aimed at foreign friends, the principle of translation is to enable foreign tourists to understand the content of the text, and attention should be paid to avoid spelling mistakes in translation. Secondly, the text translation in the cultural dimension, the extensive and profound Chinese culture, the formation of English has a long history as a support. Language as a culture In translation, we should not only pay attention to the correctness of the text itself, but also pay attention to the connotation behind the text. Translation can not only be regarded as the transformation between the two languages, but also the exchange and coordination of the two cultures. Finally, the communicative dimension of scenic spot

text translation, the role of scenic spots public signs is to provide information to tourists, is a collection of information, publicity, appeal and other language functions in one of the communicative text. In addition to the two points for attention mentioned above, translators should also pay attention to the transformation of communicative intention between the two languages [2].

Take the warning signs such as “Please take care of the environment”, which are often seen in scenic spots, for example, many scenic spots directly translate the warning signs into “The grass is sleeping, Please do not disturb”. Although there are no spelling mistakes, foreign tourists will feel unreasonable after reading them, because lawns in western countries are specially designed for people to walk, and this kind of warning signs can be translated into “Keep off the grass”.

4.2 Translation Strategies of Adaptation Choice Theory

Adaptive selection theory is the basic theory of ecological translatology, which mainly originates from Darwin's theory of evolution, that is, life in nature should have the ability to adapt to nature, which enables different kinds of organisms to reproduce in the natural environment. When applied to translation, translators, as the main living body, have always mastered the direction of translation work. It is necessary to establish ways of communication between the original text and the target text, to realize the intersection of the two languages, to always be in the central position in the adaptive translation theory, and for translation activities to be completely based on the translator's thought. Different from other translation theories, this theory pushes the translator from behind the scenes to the translator. In front of the stage, the translator plays a dual role in the process of adaptation and selection of translation work, in addition to paying attention to the adaptation of the original translation environment, but also based on the original environment to choose the translation mode, to maintain the adaptation of the choice of the work state of adaptation. In the translation work will adapt and choose the alternate cycle runs through the entire translation process. In addition, both Chinese and English languages have different ways of expression and writing habits. In translation, it is necessary to ensure that the content is smooth, smooth and readable after translation, that is, to adapt to the translation environment of the two languages. In this case, if the emphasis on adaptation to the original translation, easy to fall into the poor readability. A situation foreign tourists can't understand.

For example, text translators in a scenic spot apply adaptive choice theory in translation, take multi-dimensional adaptation and adaptive choice as the guiding concept of translation, and strive to achieve the best translation effect. Through this translation method, the reading obstacles caused by cultural differences are effectively avoided [3].

4.3 Common Translation Cases of Scenic Spot Texts

The common translation errors of scenic spot text translation can be explained from two aspects. One is the problem of translation. Scenic spot is characterized by many prompt words. The names and introductions of scenic spots need accurate translation. There are two types of translation errors in scenic spot Text Translation: inconsistent and inaccurate. In the scenic spot, we often see that there are several translation forms for a scenic spot, such as “Tianxia Yuyuan” in Ningbo, which has different translations in several nearby places. There are “Jade World Resort” on the guide map of the scenic spot, and “Cut Ural Park of Jade Resort” on the notice for entering the park and “Wonder Jade Resource” after entering the park, which often make foreign tourists confused. In fact, the translation can be unified as jade world, which is simple, easy to understand and convenient for foreign tourists to read. There are also cases in which the translated names are not accurate. Words that fail to express their meanings not only fail to play the role of formulas, but also mislead foreign tourists. For example, guests on the lawn of a certain place stop and are translated into “No Admission Area, Guests Fault”. The crude translation fails to achieve the warning effect, which also causes foreign tourists to misunderstand Chinese scenic spots. Changing the translation into “Staff Only” can express their meanings to tourists, it is concise and easy to read.

The second is the translation problem. The common errors in translation work in scenic spots are irregular translation and non-conformity with English language habits. Tourist stop is a common sign in various scenic spots. In Baoguoosi scenic spot, this sign is translated into “Passenger No

Entry”, which is obviously the result of literal translation, and warning signs such as strict prohibition of fireworks appear in wooded scenic spots. In some scenic spots, this warning sign is translated into “No Smoking” as strict prohibition of smoking, which is easy for foreign tourists to misunderstand. In the translation of scenic spots, it is more common that the translation does not conform to the English language habits. This kind of error is easily caused by not paying attention to the cultural difference between China and English during translation. If you do not tread on the lawn, it is translated into “DON’T TRENDON GRASS”, “TREND” in a certain scenic spot as a verb term, and there is no verb usage. This translation not only uses the wrong word, and the grammar selection is wrong, which violates the main purpose of the scenic spot notice board [4].

5. Conclusion

To sum up, in order to ensure the quality of scenic translation, we should make full use of the three-dimensional transformation method, use the translation strategy of adaptive selection theory, and analyze the existing common cases of scenic text translation in detail. At the same time, from the perspective of eco-translatology, to do a good job in the effective translation of scenic spots has a profound impact on improving the service level of scenic spots and promoting the development of tourism economy.

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