

Research on the Translation of Red Tourist Attractions in Jiangsu from the Perspective of Cultural Translation

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Abstract

2021 marks the centenary of the founding of the Communist Party of China. As one of the first regions in China to the implementation of revolutionary activities, Jiangsu Province has been responsive to the centenary of the Communist Party of China. As we all know, Jiangsu revolutionary tourist attractions are the representations of culture in spiritual and material civilization. They bear the mission of developing and expanding national culture. By taking three museums as typical examples—the Nanjing Scenic Area, New Fourth Army Memorial Hall and Huaihai Campaign Memorial Hall, this paper tends to further study the pros and cons and improve their translation in practice. It also aims to give people around the world a chance to know and learn the Jiangsu red tourism culture.

Keywords

cultural translation; red tourism culture; scenic spots text

从文化外译视角研究江苏红色旅游景点文本翻译的问题

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摘要

今年正值中国共产党成立一百周年,江苏省作为中国最早开展组织革命活动的地区之一,为积极响应建党一百周年,承担起了宣传红色文化的责任。众所周知,江苏省的红色旅游景点,作为精神文明、物质文明传承的载体,肩负着弘扬民族文化,振兴民族精神的艰巨使命。论文以南京雨花台烈士纪念馆、盐城的新四军纪念馆和徐州淮海战役纪念馆的中英旅游翻译资料为典例,从文化外译的视角研究其英译现状、问题以及优化措施。旨在宣传江苏红色旅游景点,推动红色革命历史的传承以及革命精神的传播。

关键词

文化外译; 红色景点旅游文化; 景点文本

1 引言

南京雨花台烈士纪念馆是个诉说着革命先烈伟大事迹的地方, 数万名共产党人和爱国志士为了人民的解放事业, 在此献出了宝贵生命, 谱写了中国革命史上悲壮的诗篇。淮海战役纪念馆, 为纪念解放战争时期三大战役之一的淮海战役而建立, 馆内展示出淮海战役时期战役规模之大、作战方针之明确、统筹规划之精密的特点, 以写实对历史场景进行了生动还原。新四军纪念馆是盐城市典型的红色地标性建

筑。馆内展示了从新四军成立到皖南事变, 以及后来中国共产党重建新四军的经过。这三处纪念馆都是江苏红色旅游景点的典型代表, 因此将它们作为此次红色旅游景点外译的研究对象。

The Nanjing Scenic Area is a place that tells the great deeds of revolutionary martyrs, where tens of thousands of communists and patriots gave their precious lives for the cause of Chinese people's liberation, writing a tragic poem in the history of the Chinese Revolution. The Huaihai Campaign Memorial Hall, established to commemorate the Huaihai Battle, one of the three major battles during the Liberation War, shows the large scale of the battle, including the operational policy, planning of the Huaihai Campaign period and vividly restores the historical scenes with realism. The New Fourth Army Memorial Hall is a typical red landmark building in Yancheng City. It shows the history of the New Fourth Army from its establishment to the Wannan Incident and the subsequent reconstruction of the

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New Fourth Army by the Chinese Communist Party. All three memorials are typical representatives of red tourist attractions in Jiangsu, so they are used as the main objects of study to text translation of red tourist attractions.

2 江苏红色旅游景点文本问题分析

2.1 文化层面翻译问题

文化是旅游的重要组成部分。优秀的文化外译能促进旅游景点的宣传。外宣翻译不仅仅需要译者本身的语言文化翻译底蕴的功底,还需要译者将翻译理论和原则恰当地运用到翻译实际。除去所有翻译需要遵循的“信、达、雅”标准之外,翻译工作者需熟知并运用“外宣三贴近”(贴近中国发展的实际,贴近国外受众对中国信息的需求,贴近国外受众的思维习惯)的原则^[1]。

Culture is the cornerstone of tourism. Excellent translation is able to increase the promotion of tourist attractions. Therefore, cultural translation requires not only the translator's own linguistic and cultural translation skills, but also their ability to put proper translation theories into practice. In addition to the standard of "faithfulness, elegance, and quality" that all translators need to follow, they need to be familiar with the principle of "three closenesses" (close to the current development of China, close to the needs of foreign audiences for Chinese information, and close to foreigners' thinking tendencies).

案例 1: 新四军纪念馆。

原翻译: 新四军的历史辉煌, 是鲜血生命铸就的, 永远值得我们铭记。新四军的历史经验, 是艰辛探索得来的, 永远需要我们弘扬。

Example 1: New Fourth Army Memorial Hall.

Translation: The splendid history of the New Fourth Army was written with blood and even lives, and it needs to be remembered forever. The historical experience of the New Fourth Army were obtained through tireless struggle. Such experience need to be carried forward forever.

汉语注重对仗工整和四字成语。例 1 中原文运用排比句, 气势恢宏, 强烈地表达了新四军的作战精神是我们发扬光大的, 历史经验是我们学习的。而译者在中译英时完全照搬原文, 并且逐字逐句逐语序地翻译“永远”。但从外国读者的角度来看, 这些意识形态色彩浓厚的词语很可能与译文受众的价值观、信仰等格格不入。例如, “The splendid history of the New Fourth Army was written with blood and even lives” 中一字不落将“鲜血”翻译出来, 而如果去除“with blood”, 译文就显得没那么难以接受了。

The Chinese focuses on neat counterpoint and four-character idioms. In Example 1, the original text uses prose,

which is magnificent and strongly expresses that the combat spirit of the New Fourth Army is worth carrying forward. Also, the historical experience is worth learning. However, the translator completely copied the original text in the C-E translation, translating “永远” word by word. However, these ideologically words are likely to be incompatible with the values and beliefs of foreign audiences. Moreover, “The splendid history of the New Fourth Army was written with blood and even lives”, “blood” is translated word for word, while if “blood” is removed, “blood” is translated. “The splendid history of the New Fourth Army was written with blood and even lives.” For example, the word “blood” is translated without a single word, but if the word “with blood” is removed, the translation becomes less unacceptable.

2.2 语言型翻译问题

语言型翻译失误是指在译文中出现违背语言规范的现象, 这是红色旅游外宣翻译失误中较为多见的问题之一, 其中大小写失误、拼写错误、语法错误等统归于语言型翻译失误^[2]。毫无疑问, 语言错误是最基本且容易被忽视的错误, 以下是几个典型错例分析。

Linguistic translation errors refer to the phenomenon of violating language norms in the translation, which is one of the more common problems in red tourism outreach translation errors, among which capitalization errors, spelling errors, grammatical errors, etc. are collectively classified as linguistic translation errors. Undoubtedly, language errors are the most basic and easily ignored errors, and the following are a few typical examples of errors.

2.2.1 拼写错误

案例 2: 在淮海战役纪念馆的在鏖战双堆集和全歼黄维兵团展牌中, 可以发现展牌名的译文为“DESTORYING THE HUANG WEI CORPS AT SHUANGDUIJ”, 这里双堆集的“集”拼错, 建议改为“SHUANGDUIJI”。

Example 2: In the Huaihai Battle Memorial Museum, in the fierce battle of Shuangduiji and the total annihilation of Huang Wei Corps, it can be found that the translation of the name of the plaque is “DESTORYING THE HUANG WEI CORPS AT SHUANGDUIJ”, here the “set” of Shuangduiji is misspelled, it is suggested to be changed to “SHUANGDUIJI”.

2.2.2 语法错误

语法错误包括介词缺少或误用, 名词所有格使用不当, 主谓省略不得当等现象。语法错误常常和中式英语常常同时出现, 淮海战役纪念馆中这类错误的出现频率极高, 严重损害了红色旅游景点的形象。

Grammatical errors include the lack or misuse of prepositions, improper use of noun possessives, and improper omission of subjects and predicates. Grammatical errors often

appear at the same time as Chinese English, and the frequency of such errors in the Huaihai Battle Memorial Hall is extremely high, which seriously damages the image of red tourist attractions.

另一处“抗击侵略救亡图存成为中国各党派各民族,各阶级,各阶层,各团体以及海外华侨华人的共同意志”的译文为“All political parties people threw themselves into the wave of resistance against the Japanese without hesitation”,而应将各党派人民的翻译中的parties改为所属格,即“People of all political parties”。

Another translation of “resisting the invasion and saving the country became the common will of all political parties, all nationalities, all classes, all strata, all groups and overseas Chinese” is “All political parties people threw themselves into the wave of resistance against the Japanese without hesitation”, and the translation of “People of all political parties” should be changed to “People of all political parties”.

2.2.3 专有名词译名不统一

案例3:

①攻克宿县截断津浦线。

CAPTURING SUXIAN COUNTY AND CUTTING OFF THE TIANJIN — PUKOU RAILWAY

②宿县战斗要图。

SKETCH MAP OF THE SUXIAN BATTLE

由例3可知,译者在翻译“宿县”时出现前后译文不统一的现象,宿县在同一展板上的不同标题中被分别译为“SUXIAN COUNTY”和“SUXIAN”。据官方资料的查找,宿县为安徽省北部徐州的一块区域,因行政区划的缘故,名为宿县。因此这里应统一译名为“SUXIAN COUNTY”。

When translating “Cebu County”, the translator has made inconsistent translations, with Cebu County being translated as “SUXIAN COUNTY” and “SUXIAN” in different titles on the same panel. According to official information, Suxian is an area in Xuzhou, the Northern of Anhui Province, named Suxian for administrative reasons. Therefore, the name should be translated as “SUXIAN COUNTY” here.

2.3 语用翻译失误

语用失误是指译者在翻译时忽略了文本的功能和目的所造成的宏观性失误,该失误会妨碍译文交际目的的实现,导致游客被动接受错误信息,误解革命历史。典型的语用失误包括译文信息冗余、信息缺损,或对源语特有的文化现象缺乏必要的注释等^[4]。

Linguistic errors are macroscopic errors caused by the translator’s neglect of the function and purpose of the text when translating. The errors can prevent the realization of the communicative purpose of the translated text, lead to the

passive acceptance of wrong information by visitors, and misunderstand the history of the revolution. Typical linguistic errors include redundancy of information in the translated text, lack of information, or lack of necessary annotation of cultural phenomena specific to the source language.

红色景点中有很多和历史背景有关的时间地点,以及其他影响历史事件走向和起着重大影响的信息,这些信息在翻译中的遗漏会严重影响外国游客对旅游景区的理解,不利于红色文化的传播。

There are many time and places related to the historical background in the red attractions, as well as other information that affects the direction of historical events and plays a significant impact, the omission of these information in the translation will seriously affect foreign tourists’ understanding of the tourist attractions, which is not conducive to the dissemination of red culture

例1:

在徐州解放的展板中,“徐州,地处苏鲁豫皖四省交界,北遏齐鲁,南屏江淮,东临大海,西接中原,战略地位极其重要。”一整句关于徐州地理位置以及战略地位的介绍漏译,建议加上“Xuzhou, located at the border of 4 provinces, facing Shandong province on the north, Yangtze River and Huai River on the south, the sea on the east and Central Plains on the west”,这样才能突显出徐州后来为支援前线和保障淮海战役的胜利发挥的重要军事战略作用。

In the exhibition board of the liberation of Xuzhou, “Xuzhou, located at the border of four provinces, is extremely important in terms of its strategic position, with Qi Lu in the north, Jiang Huai in the south, the sea in the east and the Central Plains in the west.” A whole sentence about Xuzhou’s geographical location and strategic position is not translated, suggest adding “Xuzhou, located at the border of 4 provinces, facing Shandong province on the north, Yangtze River and Huai River on the Xuzhou, located at the border of 4 provinces, facing Shandong province on the north, Yangtze River and Huai River on the south, the sea on the east and Central Plains on the west”, so as to highlight the important military strategic role played by Xuzhou in supporting the front line and guaranteeing the victory of the Huaihai Campaign.

3 如何提高江苏省红色旅游景点文本英译现状

依托克里斯蒂安·诺德的“翻译失误”理论,总结分析红色旅游景区文本的英译特点,发现其英译中存在语用性、文化性、语言性的翻译失误。因此,需从主管部门、景区、译者三方面提出规范对策,以提升红色旅游景区牌示解说的英译质量,有效发挥其预期功能^[5]。

首先,旅游主管部门应加大对红色旅游景区翻译质量的监管力度,通过增加现有翻译机构职能成立翻译监管小组,及时督促景区负责人员进行相关整改。

其次,加强译者的翻译技能,提高他们的责任感和使命感。完善相关人才激励机制,引进更优秀的翻译人才。在此基础上,不仅能够提升译者的翻译积极性和创新能力,更能高效地对外传播中国红色文化。在统一上岗前,对译者进行相关的人职培训,提高他们翻译的准确性。

最后,对译者翻译专业的严要求高标准的同时,红色景区的负责人也应做好相应的宣传工作,每个月开设一到两次大型的公益双语讲座,积极宣传本地红色文化。除此之外,还可通过创新红色文化体验方式,比如通过功放红色电影,真人历史场景还原等方式促进青年人对红色历史的了解,提升红色文化翻译在外宣层面的重要性。

Based on Christian Nord's theory of "translation errors", we summarize and analyze the characteristics of English translation of red tourism scenic spot texts, and find that there are translation errors of pragmatic, cultural and linguistic nature in their English translation. Therefore, it is necessary to put forward standardized countermeasures from three aspects, namely, the authorities, scenic spots and translators, in order to improve the quality of English translation of red tourism scenic spot sign interpretation and effectively play its expected function.

Firstly, the competent tourism department should increase the supervision of the translation quality of red tourism scenic spots by increasing the functions of existing translation agencies to set up translation supervision groups and promptly supervise the staff responsible for scenic spots to make relevant corrections.

Secondly, strengthen the translation skills of translators and improve their sense of responsibility and mission. Improve the relevant talent incentive mechanism and introduce more excellent translators. On this basis, not only can the translators' translation enthusiasm and innovation ability be improved, but also more efficiently spread Chinese red culture to the outside world. Before the unified induction, translators are given relevant induction training to improve the accuracy of their translations.

Finally, along with the strict requirements and high standards for translators' professionalism, the people in charge of red scenic spots should also do a good job of corresponding propaganda work by offering one or two large public service

bilingual lectures every month to actively promote the local red culture. In addition, they can also promote young people's understanding of red history through innovative ways of red culture experience, such as by playing red movies and restoring real-life historical scenes, to enhance the importance of red culture translation in the foreign propaganda level.

4 结语

论文分别从文化层面,语言层面和语用层面集中探讨了在雨花台烈士纪念馆,淮海战役纪念馆以及新四军纪念馆中容易出现的不规范的翻译现象,并对出现的相关问题提出解决措施。为了积极响应中国共产党成立一百周年,今年应继续加大对红色文化外译的工作力度投入。发掘大量翻译界专业能力强,实践能力强的译者的同时也要培养译者的红色文化外译责任感。细节决定成败,只有这样才能更科学地宣传江苏红色旅游景点。

In this paper, we have discussed the irregularities of translation in Yuhuatai Martyrs' Memorial Hall, Huaihai Battle Memorial Hall and New Fourth Army Memorial Hall from the cultural, linguistic and pragmatic aspects respectively, and proposed measures to solve the problems. In order to actively respond to the centenary of the founding of the Communist Party of China, we should continue to increase the investment in the work of foreign translation of red culture this year. While discovering a large number of translators with strong professional and practical abilities in the translation field, we should also cultivate the sense of responsibility of translators for foreign translation of red culture. Details determine success or failure, only in this way can we promote Jiangsu red tourist attractions more scientifically.

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