

Study on International Publicity Translation of Xiangtan “Three Pavilions” from the View of Red Tourism

Liu Lizhen, Li Jin

Hunan Institute of Engineering, HuNan 411104, China

ABSTRACT. *Red tourism is an important power to push the development of tourism industry in Xiangtan city. As the hometown of great men and the cradle of revolution, Xiangtan city should show domestic and foreign tourists the red tourism resources faultlessly. Taking Xiang Tan “three pavilions” as the research object, this paper analyzes the development situation of Xiangtan “three pavilions” red tourism, especially reveals the problems of international publicity translation, then the author puts forward some countermeasures to solve the relative lag of the international publicity translation of Xiangtan “three pavilions” red tourism from the operable angle.*

KEYWORDS: *Red tourism; Xiangtan “three pavilions”; International publicity translation; Tourism translation*

1. The Situation of International Publicity Translation of Xiangtan “Three Pavilions”

International publicity translation is a special form of translation, it takes Chinese-English translation and Chinese-Foreign translation as the language approaches of international publicity translation. International publicity translation directly affects the image of a country[1]. With the development of China's international status, international publicity translation has become an important way to publicize the political and economical situation and social cultural life.

Xiangtan city has very rich red tourism resources in Hunan province. With the rapid development of China's red tourism industry, Xiangtan red tourism industry also ushered in a good opportunity for development. According to official statistics from Xiangtan Tourism Bureau, the city received 144,296 inbound tourists in 2018, up 20.44% year-on-year. Xiangtan “three pavilions” refers to the Xiangtan Planning Exhibition Hall, Xiangtan Museum and Xiangtan Party History Museum, it is one of the important places for red tourism in Xiangtan, it has strong red cultural atmosphere, high educational value and ornamental value.

The readers of the international publicity translation of the red tourism text are

mostly foreign tourists who mainly want to know the practical information of the red tourism destinations [2]. Through the field survey, it is found that there are obvious problems in the international publicity translation of Xiangtan “three pavilions”, including spelling errors, grammatical errors in vocabulary, inconsistent translation names, Chinglish problems and lack of standard management. For example, translators in “three pavilions” translate “REVOLUTIONARY EXHIBITION” into “LEATHER LIFE ZONE”, its literal meaning is “leather life zone”, this is a typical wrong translation, the correct translation should be “REVOLUTIONARY EXHIBITION”. For another example, “REFORM EXHIBITION” is translated as “CHANGE AREA”, it means “changed area”, this is also wrong, the correct translation should be “REFORM EXHIBITION”.

3. Reasons for Mistranslation of International Publicity Translation in Xiangtan “Three Pavilions”

3.1 The Cognitive Bias and Scarce Capacity of Translators--Subjective Reason

International publicity translation is a special form of translation, and translation is a high-level linguistic cognitive activity. In the process of translation, international publicity translators (translators for short) first should understand the original text deeply, then translate the translation object into another text according to their own cognitive intention and the reserve of foreign language knowledge, but mistranslation is a common problem because of translators' cognitive bias between the original text and the translation. Specifically, the cognitive bias of translators is mainly reflected in the language level, such as the grammar, sentence structure and idiomatic expressions of the original text and the translation. In addition, the cognitive bias of translators is also reflected in the level of cultural values, that is, they translate the original text according to their own inherent cultural values. Besides, it is impossible for translators to ensure accurate translation of the original text because of their low translation level, insufficient vocabulary, or their poor grammar foundation.

3.2 The Effect of Specific Social Environment--Objective Reason

All human activities are inseparable from a specific social environment. Similarly, in the process of international publicity translation, translators are also influenced by specific social environment. In a specific social environment, translators always understand and translate the original text based on the specific social ideology and the special needs of the social environment. Red tourism is a special thematic tourism activity in China, which has profound historical, educational and cultural characteristics, and the red tourism text has the characteristics of strong narrative, many political elements and rich cultural connotation[3]. So, when the translators translate the red tourism classic text, it is most important to consider political and cultural ideology. However, there are great differences between China's political and cultural ideology and foreign

country's, which leads to mistranslation in international publicity translation. In addition, the likes or dislikes of tourism management and the cognition level of tourists will also affect the translation. In order to cater to the managers and tourists (especially foreign tourists) of tourist destinations, the translators will sometimes translate the original text by mistake.

4. Countermeasures to Solve the Problems of International Publicity Translation in Xiangtan “Three Pavilions”

Under the view of red tourism, the translation quality of international publicity translation in Xiangtan “three pavilions” has a direct impact on the healthy development of “three pavilions” in red tourism. Therefore, the translation problems of Xiangtan “three museums” should be solved as soon as possible. From the operable angle, this paper believes that the Xiangtan “three pavilions” management departments should do the following things.

4.1 To Know More--to Know the Opinions and Suggestions from Tourists on the International Publicity Translation

Xiangtan “three pavilions” can place the visitors' opinion book to mainly solicit opinions and suggestions from tourists on the international publicity translation; arrange full-time staff to give out questionnaires about the international publicity translation in museum or interview the tourists directly; post or display WeChat official account, official microblog and office phone number at the entrance, exit and important scenic spots, so as to quickly get the tourists' opinions.

4.2 To Educate More--Improve the Translation Level of International Publicity Translators

Based on *Law of the People's Republic of China on the national common language*, relevant national laws and standards, Xiangtan “three pavilions” should carry out education training for translators in international publicity translation, so as to continuously improve their translation level. Translators should strengthen their theoretical study of international publicity translation and enrich their knowledge reserve. During the study period, they should not only learn vocabulary, grammar and other knowledge, but also analyze the needs of tourists for Chinese politics and culture, as well as the thinking mode of tourists. In order to change the traditional translation thinking, translators should translate into Chinese according to the thinking mode of foreigners, instead of mechanically converting Chinese into foreign languages. Generally, for thinking mode, western countries tend to use linear logical thinking, while China tends to use curved thinking. For values, the west takes the individual as the intellectual model of its fundamental spirit, while China takes the group spirit as the emotional model of its soul[4]. In order to ensure the translation quality of translators, Xiangtan “three pavilions” should establish sound international publicity translation system, such as the recruitment and evaluation

system of international publicity translators, the international publicity translation inspection system, etc., to ensure the standardization and normalization of international publicity translation.

4.3 To Cooperate More--Strengthen Cooperation with Colleges and Universities to Cultivate Translators Together

Colleges and universities are the cradle of cultivating high qualified, applied, innovative and practical talents, they have very superior educational resource in the training of international publicity translators. At the same time, with the booming development of red tourism in China, the market demand for translation talents in red tourism also presents an increasing trend, this has promoted colleges to pay more attention to the training of international publicity translators in red tourism in English education. Based on this, Xiangtan “three pavilions” should maintain a good cooperative relationship with famous universities, especially local universities (such as Xiangtan University), and establish a training plan for international publicity talents together. Xiangtan “three pavilions” should provide internship opportunities for college English majors in international publicity translation, or regularly invite college English teachers and student representatives to study.

5. Conclusion

Xiangtan “three pavilions” is a very important red tourism resource, which has great and profound significance in promoting the development of red tourism industry in Xiangtan city. However, there is obvious problem of mistranslation in international publicity translation of Xiangtan “three pavilions”. In order to promote the healthy and sustainable development of Xiangtan “three pavilions”, it needs more understanding, more education, more cooperation and many measures to ensure and improve the quality of international publicity translation.

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