

An Analysis of Translation Strategies of Exhibition Publicity Texts

Yin Cui-jiao^{1,2}, Liang Fei-yun^{1,2}, Wei Han-shi²

1 Youth League Committee, Wuzhou Vocational College, Wuzhou 543002, China

2 Public Curriculum Department, Wuzhou Vocational College, Wuzhou 543002, China

ABSTRACT. In order to improve the external output of cultural soft power, this article takes the tea expo text of the Wuzhou Liubao Tea Expo as an example to analyze the translation strategy of the expo text of the exhibition. The translator grasps the original attitude to be reflected in the text, correctly uses adjectives, adverbs, interrogative sentences and imperative sentences, etc., expresses the basic attitude of the publicity text through evaluation, and strengthens the deep understanding of foreign readers to convey the information in the text; fully analyze the Chinese logic of the text Relationship, reorganizing and adjusting sentences, and adding and deleting vocabulary based on the differences between Chinese and Western cultures, highlighting the cultural characteristics of Liubao tea.

KEYWORDS: Tea fair, Publicity text, Translation strategy, Text attitude

1. Introduction

Tea Expo is an exhibition with Chinese characteristics. It is a collective exchange activity with tea as the theme. It promotes Wuzhou Liubao tea by holding various exhibitions and providing various services. For this reason, the exhibition organization launched an official website in both Chinese and English, whose promotional text should cover the general situation, name and content of the exhibition, as well as the theme information of Wuzhou Liubao tea, etc. in addition, it should also introduce the previous exhibitions and achievements, exhibition procedures, sponsors, venues and prices of the exhibition, so as to provide accurate and detailed information for foreign merchants or enterprises Exhibition information[1]. The convention and exhibition text is a practical text in style. It mainly undertakes two functions of transmitting information and publicizing and persuading. It is a cross-cultural communication activity. During the translation of the publicity text, attention should be paid to language, culture and psychology. On the basis of introducing the exhibition center and booth information, it is also necessary to provide foreign tourists with a way to understand the tea culture, so that through the attractiveness of the publicity text, foreign tourists can come to China to participate in or sponsor. However, due to the great differences between Chinese and Western cultures, many problems such as cultural vocabulary vacancy and cultural dislocation, and improper handling of cultural information, the western audience's understanding of tea culture is not sufficient, and they can't realize the national characteristics of tea culture. Due to the particularity of foreign publicity texts, the errors and deficiencies in translation will be magnified infinitely, so that they can't reach the expectation of the exhibition Period effect. Therefore, this paper analyzes the translation strategies of exhibition publicity texts, discusses the methods of information transmission in the translation of tea culture publicity, and effectively promotes Wuzhou Liubao tea as a special tea product to foreign tourists.

2. Grasp Text Attitude

When translating the publicity text of the Tea Expo, we should pay attention to the original attitude embodied in the text, that is, to establish a good publicity image, so that foreign readers can better receive the information to be conveyed by the Tea Expo, which is helpful to increase the correct understanding of foreign tourists to Wuzhou Liubao tea. The translator can express the basic attitude of the publicity text through evaluation, and use the evaluation theory as a guide to translate the text. The evaluation can well reflect the values and enable foreign readers to have a preliminary understanding of the values and ideology contained in the publicity text. And through the translator's attitude to improve the credibility of the evaluation theory [2]. The translator first identifies and analyzes the attitude to be expressed in Wuzhou Liubao tea, on the basis of ensuring the correct attitude discrimination of the publicity text, he can fully grasp the attitude contained in the publicity text, so as to better convey the source language attitude of the tea Fair. In the process of translation, the translator can express

his attitude through some specific vocabulary grammar, for example, using adjectives, verbs and adverbs to evaluate Wuzhou Liubao tea. For the Chinese vocabulary with implicit words, the translator should dig out the meaning and attitude behind these words, and pay attention to the directivity of attitude. At the same time, he can also express his attitude with some exclamation sentences and imperative sentences. Expression can make translation have certain evaluation significance.

In addition to the expression of attitudes in vocabulary and grammar, translators should also pay attention to the grammar used in sentences and texts to express their attitudes. When using evaluation theory to analyze text, because the expression of attitude in the vocabulary is relatively simple, the translator can make the text form diverse through the grammatical level [3]. In translation, we should avoid staying at the level of lexical analysis, but also analyze the syntax in sentences and texts, reasonably use the fixed structure pattern of attitude in grammar, and make the translator better distinguish the attitude through the fixed sentence pattern, such as statement sentence, question sentence, imperative sentence and command sentence, which can better express the evaluation attitude of Wuzhou Liubao tea.

3. Appropriate Additions and Deletions

In the process of translation, translators should pay attention to the differences between Chinese and Western cultures caused by two different ways of thinking, and follow the language characteristics of western culture to interpret and delete the text. Before translation, we should pay attention to the difference between parataxis and parataxis, fully analyze the logical relationship of Chinese in the promotional text, and reorganize and adjust the relevant sentences of Wuzhou Liubao Tea [4-5]. For example, in the introduction of the booth of the Tea Expo, through the tea ceremony culture, the picking process and the tea making process, the translator can reorganize according to the spatial and logical order, putting the theme sentence first, highlighting the cultural characteristics of Wuzhou Liubao tea, and then listing it in categories to reflect the diversity of the tea culture, and retaining the cultural characteristics of the original text. On the basis of this, we should promote cultural communication to attract foreign readers and use the most acceptable way of translation and interpretation. For example, when translating Liubao tea, we should use "Liubao tea", followed by some notes on the introduction of Liubao tea, so as to help foreign tourists understand it in depth according to the needs of Western cultural information.

The added translation mainly aims at the information content in the publicity text that is not easy to understand, most of which are attached with the cultural characteristics of the source language. If the relevant content in the original text is directly translated into the translation, it is difficult to be recognized by foreign tourists, and it will deviate from the cultural expectation of the target audience. For example, in the industry practice of English report, the place names should be annotated with specific geographical location, and the names of characters should be annotated with specific social identity [6-7]. Therefore, the publicity text of the tea fair should also be translated in accordance with this convention, and the translator should maintain a good audience awareness, that is, combine the cognitive system of the target audience and the cultural background of the target language, and carry out information such as the names and geographical names and cultural background that appear [8-10]. Add and annotate as much as possible to meet the cultural norms of the translated language. In addition, a large number of redundant words in the draft translation must be deleted. Even a carefully revised translation cannot avoid this situation. The translator should combine the actual situation of the tea fair to ensure that the original information is communicated. On the basis of accuracy, streamline the processing to achieve the translated information and calling function.

4. Conclusion

The translation of foreign propaganda texts from a cross-cultural perspective is a powerful way for the tea fair to publicize internationally, promote international awareness of tea culture, and increase the external influence of Wuzhou Liubao tea. Therefore, while researching the translation strategy of foreign publicity texts, translators should also continuously improve their translation ability of foreign publicity texts, and have an in-depth understanding of the differences between Chinese and Western languages, so as to achieve the desired effect of foreign publicity texts attracting foreign tourists and investment.

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