

Normative Research on English Translation of Tourist Attractions in Inner Mongolia

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ABSTRACT. *At present, the standardized development of tourist attractions in China is not mature enough. Taking the normative situation of English translation of tourist attractions in Inner Mongolia as an example, some English translation anomalies appear. Moreover, many tourist attractions in Inner Mongolia are endowed with profound Mongolian culture. The translation in the English version is not obvious, and even brings tourists a difficult and incomprehensible feeling, from which it is difficult to understand the characteristic ethnic culture and folk customs contained in the tourist attractions in Inner Mongolia. Based on this, in this article, the author will summary some differentiations of the tourist attractions in the English translation, taking the skopos theory as the theoretical foundation and the tourist attractions in Inner Mongolia autonomous region as the case study to hope that customs and cultures in the Inner Mongolia autonomous region has spread far and wide, and promoted the overall development level of tourism in Inner Mongolia.*

KEYWORDS: *Tourist attractions, English translation, Normative translation, Skopos theory, Amplification, Omission*

1. Introduction

The English translation of tourist attractions is not only the introduction of tourist attractions, but the publicity of tourist attractions, tourist signs, folk customs, explanations and other aspects. In the process of translation, it is not only necessary to convey the information of the original text, but more importantly, to effectively convey the information of the original text to the readers of the target language in an easy-to-understand language. The accurate, complete and standardized transmission of information about tourist attractions to the target language audience can not only reflect the cultural quality of the translator, but also promote the tourist attractions to a higher level. However, from a practical perspective, according to the daily observation and findings of the author, many English translations about tourist attractions are long and flowy, which not only fail to convey the purpose of tourist attractions information, but also make the target language readers unable to figure out their meaning, and ultimately backfire. Inner Mongolia autonomous Region has a wealth of tourist attractions, and has a significant ethnic characteristic, but most of the scenic spots have English translation errors. Therefore, it is worth thinking about how to transfer the scenic spot culture with national characteristics to the target language readers. For this reason, in this article, the author will take the skopos theory as the theoretical foundation and the object of tourist attractions as the case study in Inner Mongolia autonomous region to summary some differentiations of the tourist attractions in the English translation, hoping that customs and cultures in the Inner Mongolia autonomous region has spread far and wide and promoted the overall development level of tourism in Inner Mongolia.

2. The Application of Skopos Theory in the English Translation of Tourist Attractions

Huns Vermeer was the first person to put forward the skopos theory of translation. In his view, “all ACTS of translation are determined by the purpose of translation”. In addition, he also put forward the principle of teleology, that is, “purpose criterion, coherence criterion, fidelity criterion”. Among them, the purpose criterion is the core. Skopos theory has a high status and great influence in the field of translation theory, which has become the foundation theory of German translation functionalism. In this paper, the author takes scenic spots in Inner Mongolia as an example, and Huns Vermeer's Skopos theory as the theoretical guidance, to study the standardization of English translation of scenic spots in Inner Mongolia, hoping to provide guidance for practice through theoretical research.

2.1 Overview of Teleology

The functionalist translation theory emerged in the 1970s, and its development went through three stages. In Katharina Reiss's functionalist theory of translation criticism, function is introduced into translation criticism, and language function, discourse type and translation are linked together to form the theoretical prototype of translation functionalism. Huns Vermeer proposed skopos theory, which freed translation studies from the constraints of original text. He believes that purpose is the supreme law in translation. The purpose of tourist attraction translation is to help people understand the content of tourist attractions and stimulate people's desire to travel. In addition, Justa Holtz Manttari proposed the theory of translation behavior, and Christine Nord proposed the theory of function and loyalty.

These four theories are closely related and complement each other, which constitute the foundation of translation theory. Among the four theories, teleology is at the core. The greatest contribution of this theory is that it breaks through the previous translation theories which are only limited to "faithfulness" and "equivalence" and provides a new perspective for the study of translation theory.

2.2 The Three Principles of Skopos Theory

The law of purpose, the law of coherence and the law of fidelity are three important laws in teleology. Among them, "the purpose principle" is the core, and the first principle that translators observe in the translation process is "the purpose principle". The law of coherence and the law of loyalty are subordinate to the law of purpose, and the law of loyalty is subordinate to the law of coherence. According to the requirements of the law of purpose, if the functions of the original text and the translated text are different, the loyalty law will no longer apply. If, according to the requirements of the law of purpose, the translation is not smooth and intra-textual coherence cannot be achieved, then the law of coherence will no longer apply.

According to skopos theory, translation should focus on the original purpose. In other words, the translator should first understand the content and intention of the original text, and then adopt reasonable translation strategies to convey the content and intention of the original text to the target audience.

It is worth noting that in the process of translation, there is no one or the other relationship between various translation strategies. It is necessary to adopt various translation strategies in accordance with local conditions in translation practice, so that the recipient can understand and appreciate the original text to the greatest extent and the translation purpose can be realized.

3. Introduction and Text Analysis of Inner Mongolia Tourist Attractions from the Perspective of Skopos Theory

3.1 Introduction of Inner Mongolia Tourist Attractions from the Perspective of Skopos Theory

Inner Mongolia autonomous Region, located in the northern frontier of China, has a vast territory and the total land area ranks the third among all the provinces in China. There are 55 ethnic minorities living in Inner Mongolia. Among them, Mongolian population accounted for more than 17 percent of the total population of the region. The integration of diverse ethnic groups has formed the rich ethnic cultural characteristics, colorful ethnic customs, long history and culture of Inner Mongolia, which has contributed to the unique charm of Inner Mongolia tourist attractions.

Inner Mongolia has unique natural scenery, vast grasslands and deserts, rugged mountains, become a unique natural landscape of Inner Mongolia. According to the Inner Mongolia Tourism Bureau, by the end of 2019, the number of the 4A level scenic spots are seventy-eight, nearly three hundred A-level scenic spots and more than 20 industrial and agricultural tourism demonstration sites in the region. Among them, there are many world-class and national tourist attractions. In recent years, with the convenient transportation and the development of tourism in Inner Mongolia, more and more tourists come to Inner Mongolia for tourism, which promotes the development of local cultural tourism. However, it is urgent to improve the English translation of tourist attractions, or it will become a "stumbling block" to the internationalization development of Inner Mongolia tourism.

3.2 Analysis of Inner Mongolia Tourist Attractions in English Translation from the Perspective of Skopos Theory

According to Skopos theory, translation is a purposeful act based on the source text. The translator should

adopt appropriate translation methods and strategies according to the intended purpose and function of the target text. Therefore, the text of Inner Mongolia tourist attractions must be analyzed under the guidance of skopos theory. The English translation of tourist attractions in Inner Mongolia mainly introduces the cultural characteristics, natural scenery and ethnic customs of Inner Mongolia to foreign tourists through translation practice. Therefore, the English translation of tourist attractions in Inner Mongolia should achieve the following three purposes: First, pass the valuable information of tourist attractions to foreign tourists in an accurate and standard way that is popular with readers of the target language, so as to induce tourists to make a decision to visit Inner Mongolia. That's the inductive function. Second, we should stimulate the interest and desire of foreign tourists to visit Inner Mongolia through the transmission of the target language text. That is the sexual attraction. Third, introduce the splendid culture and scenic spots of Inner Mongolia and Even China to foreign tourists, so as to stimulate the development of cultural tourism industry. That is the information function. Among the above three functional purposes, the inductive function is the ultimate goal to be achieved.

In the process of English translation, both the originator and the target language receiver are uncertain, the media on which they depend also come in many forms. Generally speaking, the initiators may be natural persons or groups such as tour guides, travel agencies and relevant tourism departments. The recipients of the target language are usually tourists from English-speaking countries. The media can often include tourist brochures or brochures of tourist attractions, information on official websites, and relevant travel books.

4. Anomia of Inner Mongolia Tourist Attractions from the Perspective of Skopos Theory

In recent years, in order to improve the internationalization level of all tourist attractions in Inner Mongolia and promote the internationalization development of cultural tourism, the governments at all levels in Inner Mongolia have equipped almost all tourist attractions, parks and other public places and their infrastructure with corresponding English translations. However, from a practical point of view, there are still many unsatisfactory aspects in the English translation of some tourist attractions.

4.1 Lack of English Translation

During the author's visit to the scenic spots in Inner Mongolia, he found that there are many deficiencies in English translation. For example, the Jiuyuanjun tower in Donglian Qindao City is the world's first representative landscape architecture of the ancient and powerful grassland town; the only one symbolic palace in the grassland outside, Ganquan Palace hall, the south study of the First Emperor and the Conference hall are relatively important tourist attractions, but there is no English translation, and they are all written in ancient Chinese.

Although in the form of ancient prose writing can give people bring historical sense, but the visitors of the target language, they are not familiar with Chinese culture is inherently, ancient prose writing is to let them feel more difficult, it is difficult to deeply understand and comprehend more than two thousand years ago the multi-ethnic mixed culture of the Chinese nation, and it is difficult to really feel the world a magnificent grand.

In addition, there are many tourist attractions of the English translation is replaced by Chinese pinyin. For example, Yunquan in the Zhaojun Museum, also known as The Zhaojun Tomb, is one of the largest Han tombs in China, and the pinyin "Yun Quan" is directly used instead of the English translation. Tourists of the target language cannot speculate the specific information that the scenic spot wants to express when they are in this place. The English translation of some tourist attractions is simply omitted. For example, the northern weapon city of Baotou. Among them, "military cultural base" and "Kanazawa Chi" are directly omitted from the English translation. In addition, there are also tourist attractions that do not have English translations, but are written in Mongolian or ancient Chinese. This makes it difficult for tourists who do not understand the Mongolian and ancient languages to recognize the meaning they want to express, which brings great inconvenience.

4.2 Inconsistency of Translated Names

The inconsistency of the translated names of scenic spots refers to the existence of two or more translated names for a scenic spot. The phenomenon of the inconsistency of the translated names of tourist attractions not only causes confusion in the identity of tourist attractions, but also brings confusion in the understanding of foreign tourists. For example, the most famous 5A scenic spot in Inner Mongolia, XIANGSHA BAY, has many translated names such as "XIANGSHA BAY", "The singing desert", "Sound Sand BAY", "XiangShaWan" and "XiangShaWan Desert". Another example is Hulunbuir Prairie (also known as Hulunbuir Prairie), the Hulunbuir

District and HuLunBeiEr DaCaoYuan, the Qingzhong memorial Archway in The Zhaojun Museum is Decorated with “Decorated Archway”, “Qingzuka Memorial Archway”, and “Arch of the Gernn Tomb” and translation of “Museum of Hun Culture” and “Hun's Museum” of Xiongnu Culture Museum. All of these are typical phenomena in tourist attractions. According to the standardization and uniformity of English translation, only one unified translation name can be used for a scenic spot, which has become the basic principle in the English translation of tourist attractions. Obviously, the above translation of the same scenic spot using more than one translated name is very irregular; we should avoid this kind of mistake that is because the name of the scenic spot is not unified to mislead the target language tourists.

In addition to the existence of two or more translated names for one scenic spot, the same type of scenic spots also appeared in the translation of a variety of translation. For example, in Xiangsha Bay, a 5A scenic spot, it can be divided into Liansha Holiday Island, Fusha Holiday Island, Yirisha Holiday Resort, Yuesha Leisure Island, Xiansha Leisure Island, Xiangsha Harbor and other places according to the content of amusement projects. But several areas are the same type of scenic spots, there are high similarities. Therefore, in the process of translation, the island, village and Bay are not translated in the traditional Chinese, but unified translation. Therefore, when translating the names of tourist attractions, it is necessary to pay attention to this situation, which causes trouble to tourists. In addition, when translating scenic spots with similar functions and shapes, we should try to translate them uniformly.

4.3 Common Sense Mistakes

At present, there are a lot of grammatical errors and spelling errors in the translation of various tourist attractions in Inner Mongolia. For example, on the “No Smoking” sign in front of the Wuta Temple, it translates as “Please No Smoke”, which is correct as “No Smoking”. For example, in Zhaojun tomb scenic spot, the definite article “the” is missing in the translation of the dynasty. In English grammar, the definite article “the” must be added before proper nouns. Also, at the Xiangshawan Tourist Reception Center, a shop dedicated to souvenirs has been translated into English as “Sovenir shop,” and the first word is missing a letter “U” to become the word for evening, bringing much confusion to many foreign visitors. In Jokhang temple, for example, a Buddha statue is translated as “grand Buddna,” and the “n” in the latter word is “h.” For example, in many scenic spots, it is common to translate the letter “V” in “service” into “m”. Scenic spot sign is an important way for tourists to understand the scenic spot and their own positioning. With the continuous development of internationalization, tourists from abroad are increasing year by year, so we should avoid the phenomenon of grammar and spelling mistakes in translation to improve the competitiveness and international influence of scenic spot.

4.4 Lack of Culture

Lack of culture, the phenomenon of translation anomia is a major problem that often appears in the English translation of tourist attractions in Inner Mongolia. This is mainly because many tourist attractions in Inner Mongolia have distinct Mongolian cultural characteristics, which attract a large number of tourists from home and abroad to visit Inner Mongolia. However, how to express the distinctive national characteristics of tourist attractions in standard English and accurately convey the cultural value of tourist attractions is a big problem. It is precisely because of this problem that many scenic spots in Inner Mongolia are unable to fully interpret the national culture in English translation.

Genghis Khan was born in Inner Mongolia, an ancient emperor, so there are a lot of scenic spots related to Genghis Khan, such as Genghis Khan Mausoleum, Genghis Khan Statue, Genghis Khan Gate building, and so on. Originated from Genghis Khan, a native of Qiyang, Mongolia, and from Mongolian language, which is a common language in Mongolia, many scenic spots are written directly in Mongolian. This requires us to pay attention to the mutual translation between Chinese and English, the Mongolian language as the source language, and the expression of Mongolian culture and profound historical connotation. But in fact, the English translation does not show the above three aspects perfectly. For example, “The color of milky white is a symbol of purity, like a holy hada, welcoming guests from all directions...” This is the Chinese description of Genghis Khan's gate building.

However, in the corresponding English translation, hada, a Mongolian etiquette and social necessities, is not shown, so it loses its respect and symbol. In addition, the English translation of Alatangandel Aobo also fails to show the cultural connotation of offering sacrifices to heaven and the functional value of landscape gods and holy places. This has lost the most valuable national cultural characteristics and national cultural traditions carried by tourist attractions. “GuanFang It is the place where the general's Order is issued.” This is an English

translation of the Official Chinese version of the Military Office, whose functions like the Military Machinery Office. However, in translation, the rich historical and cultural knowledge contained in the source language is not shown, and there are obvious grammatical problems. This phenomenon is caused by the lack of culture.

Oak Island, literally translated as “Cent. Oak-Island.” Paddling pool, literally translated as “Paddling pool”. the pro-yuan yuan, literally translated as “And the pro-yuan”. These English translation methods use the word-to-word method of literal translation. However, Chinese and English have great differences in word order, collocation and sentence rules. Literal translation is not only unable to directly convey the meaning of the source language, but also loses the cultural value of its national characteristics.

5. Normative Strategies for Inner Mongolia Scenic Spot Translation from Skopos Theory Perspective

According to Skopos theory, translation strategies must depend on the purpose of translation. In view of the above analysis of the three aspects of English translation of tourist attractions, translators must follow the principle of centering on readers and even tourists in the process of English translation of tourist attractions, and take the responsibility of spreading the characteristic culture of Inner Mongolia as the target, and adopt diversified translation methods to achieve the purpose of text translation. The English translation of tourist attractions is a functional text combining “information type with inducement type”. This requires not only to achieve the information transfer of tourist attractions, but also to achieve its “induction” function. Therefore, combined with the three principles of Skopos theory, this part puts forward three basic translation methods: adding translation, reducing translation and domesticating translation.

5.1 Strategies of Amplification

Amplification means to add words or sentences to the target text, to complete the meaning that exists in the source language but is not clearly expressed in the target language. The text translation of tourist attractions is obviously limited by time and space, and it is difficult to achieve this effect. At the same time, due to the cultural differences between countries, there are huge differences in language habits between the source language and the target language. There are also great differences between Chinese and English in grammar and style. Since the imbalance between Chinese and English is a normal phenomenon, literal translation at this time is likely to make it difficult for readers of the target language to understand the text connotation of tourist attractions and understand the cultural value connotation conveyed by text translation. In particular, some tourist attractions, such as historical events, places of interest, historical figures and heroic deeds, are easy to cause comprehension obstacles for target language readers. Therefore, we can “make up for the lack of information at the level of sentence expression, cultural atmosphere and so on to make the target text more meaningful” through the method of adding translation. In addition, as the original translation of tourist attractions is a functional text of “information with inducement”, the translator may appropriately add some explanatory information to the English translation. Thus, it helps to convey the true meaning of the source text, and enables the target language readers to more clearly identify relevant information about tourist attractions.

Therefore, in some cases, if the translator does not add meaning to the original text, the target language readers are likely to be unable to understand the content and thoughts of the source language under the influence of the thinking of their own language. In the end, this leads to confusion in the understanding of tourist attractions among the target language readers. However, proper translation can make it easy for the reader to grasp the message of a tourist attraction. Xiangshawan Harbour, for example, can be translated as “Xiangshawan Bay” (Whistling Dune Bay). The reason for the addition of “Whistling Dune Bay” was that the main feature of Whistling Bay Harbor was that “The sand sings! If simply translated as “Xiangshawan Bay”, readers can hardly appreciate this characteristic of Xiangshawan Port. The word “ring” in Xiangshawan Bay, in the thinking and language environment of the source language, tourists can easily understand the meaning of the scenic spots indicated in the previous sentence without misunderstanding its meaning. However, subject to the influence of the native language environment, target language readers may not be able to understand the meaning of Xiang in Xiangshawan Bay, which means that sand can sing. Therefore, in order to clearly convey the implied meaning, the word “Whistling” would be added to the translation so that the target language readers would not feel foggy and unaware of the features of the scenic spot when they read the translation.

5.2 Translation Reduction Strategy

As the name implies, in translation, some elements, such as exaggerated words and redundant information, should be appropriately reduced. This is mainly because: terse and forceful, succinct and clear, popular and easy

to understand are the biggest characteristic of the translation of tourist attractions, foreign tourists come to the direct purpose of tourism is to entertain the body and mind, usually do not delve into the professional knowledge of the scenic spots; in addition, the translation of tourist attractions is also characterized by synchronization and non-annotation.

In order to effectively play the function of translation, to achieve the purpose of scenic spots English translation, we can adopt the translation skills of reduction. When translating information relating to tourist attractions, the translator must reduce or condense the original text on the premise of retaining the main body and key information of the original text. It is worth noting that when translating information about tourist attractions, the translator should not be constrained, but should boldly adopt the strategy of reduction. According to readers' observation in Inner Mongolia scenic spot, many scenic spots adopt the expression of parallel structure of phrases, which is the artistic creation characteristic of the Chinese nation.

For example, "The Zhaojun Museum has undergone a brand new expansion", where a brand new one can be omitted from the translation. The word "brand-new" is used to express the renovation and upgrading of The Zhaojun Museum, but the word "expansion" can already express this meaning in the English translation, so we don't need to use "brand-new" as an adjective, which translates as "with expansion". In this way, the translation not only simplifies the sentence pattern and condenses the meaning of the sentence, but also does not violate the intention of the play, which accords with the core requirement of "law of purpose" in skopos theory. But, if it's translated as "the new expansion," it's redundant and a mouthful. Scholar Reiss also puts forward that "equivalence can be one of the goals of translation, but it cannot be a long-term principle of translation". Thus, when translating the English version of Inner Mongolia tourist attractions, we should pay attention to the conciseness and conciseness of style, and delete some words that have no substantial effect. There is no need to translate vocabulary and grammar structure one by one.

5.3 Domestication Strategy

In 1995, renowned translator Lawrence Venuti introduced the term "naturalization" in his monograph *The Translator's Invisibility*. The so-called naturalization strategy refers to that the translator should try his best to approach the target language readers in the process of translation, and select the same or similar expressions in the target language with the pragmatic meaning in the original text, so as to make the original text more in line with the cultural values of the target language after translation. When planning strategy is adopted in the English translation of tourist attractions, it is commonly used in combination with the strategy of "adding translation".

Alatangandel Aobao, for example, is translated in English as "Altan Gandir Ovoo (a holy place to memorize Genghis Khan)". Among them, "Altan Gandir Ovoo" is transliterated in combination with the culture of the target language. But transliteration alone cannot show the historical weight of the scenic spot. In addition, "a Holy place to memorize Genghis Khan" is added to supplement and explain, so that readers can perceive the historical and cultural connotations of the site.

Such as, the altar of Suled, We can translate it as "the sacrificialaltar of Sulde (place to consecrate Genghis Khan's Mars)". The "Sacrificial Altar of Sulde" is "appropriation" in the transliteration, but the details of "Place to consecrate Genghis Khan's Mars" will allow the target language readers to understand the hero and the culture behind it. Thus, in order to convey the essence or characteristics of a tourist attraction to readers, the acceptance and absorption of the tourist attraction by foreign target readers must be considered. On this basis, we can appropriately adopt the naturalization strategy and try to use the target language with similar or the same expression effect to express the cultural connotation contained in the source language. To sum up, the implementation of the strategies of adding, subtracting and naturalization is parallel. In particular, many tourist attractions in Inner Mongolia have profound Mongolian cultural deposits, so in the process of English translation, we should pay special attention to highlight the Mongolian cultural characteristics. Therefore, the above strategies of addition, subtraction and domestication are not a single strategy, but a comprehensive strategy. Moreover, translation strategies are not limited to the above three strategies, but also include literal translation, free translation, transliteration and other translation techniques. Through the flexible selection of these translation techniques, the cultural connotation of the source language can be conveyed to the greatest extent.

6. Conclusion

The biggest difference between the translation of tourist attractions and the translation of other texts lies in the limitation of technology, language and readers. At present, the standardized development of tourist attractions in China is not mature enough. Taking the normative situation of English translation of tourist attractions in Inner

Mongolia as an example, some English translation anomalies appear: Such as the lack of English translation and the problem of inconsistent translation names, spelling, writing and grammatical errors in the translation; there are also problems of sloppy translation and lack of culture, and so on. In view of this, guided by skopos theory and based on the standardized English translation of localized tourist attractions in Inner Mongolia, this paper argues that readers' feelings should be considered in the process of translation, based on the local cultural characteristics of Inner Mongolia and the introduction of national language and culture, appropriately adopt various translation strategies such as the Methods of amplification, omission, domestication, and so on, in order to ensure that the target text is consistent and faithful, and meets the socio-cultural background and cognitive habits of the target language readers.

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