

# A Case Study of Translator's Ethics in Website Translation from the Perspective of Eco-Translatology

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**ABSTRACT.** *Foreign language websites of universities in China gradually plays a significant role in foreign publicity in the progressing of globalization. As a result, the translation quality of news appeared in those websites deserves enough attention. Eco-Translatology, proposing an ecological environment composed of text ecology, translation community, and ideology, believes that translation behaviors and strategies are processed and coordinated with the relationship of other translation elements, so they have distinctive ethical characteristics. In view of this theory, this paper using the English web pages of some universities in Jiangsu as a corpus, analyzes the translator's ethics. It is proposed that translators are responsible for the existence of translations, the advocacy of dualistic symbiosis and the maintenance of the ecological balance of translation community. The orientation of translation should be taken into consideration as well.*

**KEYWORDS:** *Eco-translatology, Publicity, Ethics, Professionalism*

## 1. Introduction

Up to now it seems that the profound meaning of translation towards external publicity in universities has not yet attracted enough attention. In fact, many key universities in China often fail to raise lots of concerns from the English media. Many reasons are acceptable to explain this phenomenon, but the establishment and application of foreign-related websites have great influence on external publicity. Even if some foreign language websites are built, the website efficiency is not very high due to differences in English and Chinese culture, translation errors, or other reasons. Therefore, the function of the translator in external publicity is getting more and more attention.

Eco-translatology is a comprehensive research paradigm of translation from the point of view of ecology (Hu, 2013). This paradigm uses ecological holism as its guideline while using its own terms and concepts as its narrative method. After

taking the research object such as translation ecology, text ecology and translation community and their relationships into account, it describes the translation ecology as a whole and interprets the overall translation theory for the purpose of reinterpreting translation activities and phenomena. The discussions of Chesterman's classification of translation ethics are limited to the study of translated texts without evaluating the subject behaviors involved in the translation process, especially lacking attention to the most important behavior subject in this process. The translator is a subsystem in the translation ecosystem, which plays a leading role in the balance and stability of the parent system. The factor of the translator is one of the most important factors that affects the quality of the website translation. Among them, the translator's professionalism has long been ignored but it plays a decisive role in translation activities. This paper mainly discusses the relationship between the translator's professionalism and the translation quality in the Chinese university's website translation from the perspective of Eco-translatology.

## **2. Theoretical Background**

From the perspective of global development, the voices of various countries for protecting the ecological environment are getting higher and higher, and human beings have gradually realized its significance with profound philosophical reflections in the process of exploring the relationship between themselves and the ecological environment. The concepts of ecological self, ecological equality and ecological symbiosis have gradually formed. Ecological translation has started from this ecological philosophy and then carries out a new interpretation and research on translation activities. The Eco-translatology theory was proposed and constructed in 2001, when Hu (2001) gave a report titled *A Preliminary Study of the Approach to Translation as Adaptation and Selection* at the Asian Translators Forum of International Federation of Translators. He was the first domestic scholar who advocated independent academic ideas in the international translation exchanges, causing a fierce discussion in the field of translation. By 2009, the appearance of his representative *On Fu Lei's Translation Philosophies: An Eco-translatological Perspective* marks that the theoretical framework of Eco-translatology was basically constructed. And then, this theory was carefully analyzed by many domestic experts and scholars. From the perspective of the inheritance and reference of academic development, the Eco-translatology theory originates from the long-term translation research in China and abroad. Under the guidance of this theory, the translator creatively introduces universities' enrollment information, management philosophy, training programs and academic achievements to foreign students and scholars, attracting outstanding talents, and then lifting themselves to the heights of academic reputations.

### **2.1 Review on Translator's Ethics**

Translation ethics is to look at all aspects of translation from an ethical perspective. In the early 1980s, translation ethics first entered the field of western

translation studies. In 1984, French translation theorist Antoine Berman first proposed the concept of translation ethics in *The Experience of the Foreign: Culture and Translation in Romantic Germany*. Furthermore, scholars such as Andrew Chesterman, Anthony Pym and Lawrence Venuti explain scientifically the core issues of translation ethics such as logical discrimination, position, and conceptual definition in view of professional ethics and translation value.

In China, the translation ethics has existed in ancient times, but an independent system has not been established at that time. Its connotation is permeated in the triple principle of translation from Yan Fu. In terms of theoretical research, the mainstream research of Chinese scholars has been classified into three different types. Firstly, some scholars tend to have the in-depth study of western translation ethics theory, with a view to localizing the theory. Secondly, some prefer to use Chinese classical ethics to construct a translation ethics theory. Thirdly, some of them shift the normative research of translation to the value ethics of “respect” and “people-oriented”.

## **2.2 Translation and Publicity**

Translation of external publicity can be called a complex adaptation and selection activity or a complex cultural mechanism. It is a significant part of the sovereign state's foreign exchange system as well. It aims at showing the national image, taking a stand, expressing political opinions and then creating a favorable international public opinion environment. The task of translation oriented to external publicity is the translation of publicity materials (Guo, 2019). In China, translation of external publicity is a special form of translation, which refers to a translation activity using Chinese as an information source, English or other foreign languages as information carriers, and various media as channels for purpose of making the world understand China better. Facing the impact of the wave of economic globalization, external publicity has become the vital link for maintaining world peace and enhancing mutual understanding between countries.

## **2.3 Translation and Publicity in Chinese Universities' Website**

English websites of Chinese universities have become an increasingly important role in the international development strategy of expanding foreign exchanges and running universities internationally. Many overseas scholars interested in academic exchanges and cooperation with Chinese universities, foreign students intending to study in Chinese universities and those institutions of education and research will learn from the profile and handle related affairs by browsing the English pages of these universities. Therefore, the quality of the translation of external publicity from Chinese universities is of great importance to exert their international development strategy and it is also an indispensable window to demonstrate a certain university's teaching and scientific research level and eventually establish the university's image. Because of this, many first-class universities in China have gradually realized the vital function of English websites in the development of international academic

exchanges and cooperation in running universities. Nevertheless, many universities (in Jiangsu province) fail to construct their own websites of external publicity.

*Table 1 English websites established by sample universities*

<b>Classification</b> <b>State</b>	Universities of "211/985 Project"	Average universities or colleges	Independent colleges	Academies
Having English websites/ web pages	11	27	3	27
Having no English websites/ web pages	0	12	22	63

In fact, most of the English profiles in Chinese universities are translated verbatim from Chinese manuscripts without taking the communicative function of translation, the real needs of the audience, differences in cultural differences into consideration. The specific manifestations can be concluded as ambiguous information, word selection errors, the lack of cultural connotation and prominent ideology. All these issues have greatly reduced the quality of translation. In view of this, the quality of the translation of external publicity from Chinese universities needs to be improved urgently when the study of translation towards university publicity should be strengthened as soon as possible.

### **3. Research Design**

The research on the translation of external publicity mainly discusses the external publicity of the basic conditions of universities. It involves the language conversion from Chinese to English, national conditions, and political factors of national publicity, so it naturally has its own limitations and uniqueness. Domestic research is still in its infancy, and further work is needed from the standard of determination to the establishment of a theoretical system. At present, there is no monograph in China that integrates the translation of external publicity with improving the image of domestic universities and enhancing the soft power of their culture. Therefore, the in-depth research of translation towards external publicity or the practical research on its social function and meaning is still in its infancy (Hu, 2010).

#### **3.1 Subjects**

In terms of the research subject, the external publicity behavior in universities largely represents the image of the university, so it has a direct and important impact on the shaping of their international image. Therefore, this study will take the texts of external publicity from universities as the research subject to explore the general principles and applicable strategies of this translation process. In case selection, four

representative texts of top universities, key universities, ordinary undergraduate colleges, and colleges for professional training in Jiangsu Province are selected. The four levels correspond to different academic research standards set by the relevant departments in China, giving this paper a comprehensive research on the issues of external publicity in universities. From the viewpoint of Eco-translatology, the translator's ethics in website translation of universities will be carefully explored.

### **3.2 Research Questions**

This paper analyzes the English profiles of universities in Jiangsu Province from two levels of concept and solution. We try to answer the following three questions:

- 1) What are the definitions of Eco-translatology and translator's ethics?
- 2) How to construct the translator's ethics in the process of translation of external publicity in universities?
- 3) How does the translator fulfill his responsibilities in a translation community?

In order to answer these questions, this paper will make an in-depth analysis of the English profiles of universities at different levels in Jiangsu Province, using the knowledge of ecological translation theory. However, before conducting the research, the author assumed that the level of English publicity of the top universities was higher than that of other universities, and there were fewer low-level errors of vocabulary and grammar in high-quality materials of external publicity.

### **3.3 Instruments**

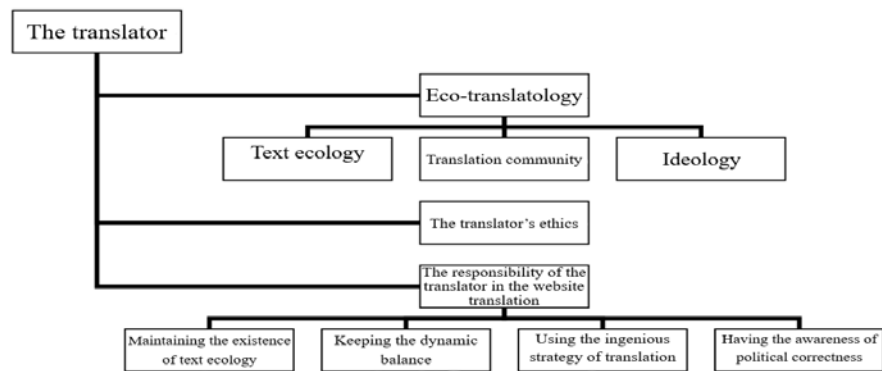
In terms of methodology, this paper belongs to applied research. That is, this paper will find out theories and methods suitable to describe and guide the practice of translation towards external publicity in universities through the definition, clarification, and interpretation of concepts such as external translation, ecological translation, and translation ethics, as well as combing translated text and ecological translation theory, translation criticism theory and rhetoric theory and then this paper will analyze in depth the examples of foreign parallel texts and those unique ethnic factors in the translation process of external publicity. Moreover, this paper will elaborate the balance of text ecology, translation community and ideology from the standpoint of the translator to achieve the desired effects of external publicity.

### **3.4 Analytical Framework**

This paper, abiding by the fundamental principles of external publicity from the experienced Hu's ecological translation studies, mainly focuses on website translation of universities in Jiangsu Province and then discusses the relevant principles of text translation of publicity from the three elements of ecological

translation. Hope will be placed on this paper to have a certain impact on the progress of translation theories of external publicity in Chinese universities and have a positive effect on emphasizing translator's ethics to promote the construction and the development of translation studies.

*Table 2 Analytical Framework*



#### 4. Findings and Discussion

Parallel texts from foreign universities in the field of external publicity will be introduced through the sample analysis and discussions about the responsibility and the role of translators based on Eco-translatology. The simple conversion of text languages fails to handle the external publicity in universities perfectly, but the complicated process of interaction between translators and the social environment effects the purpose well.

##### *4.1 Basic Elements of Translation Ecological Environment*

The translation ecological environment means a certain environment presented by the original text, language and the translation language. In other words, an interactive community composed of culture, society, language, authors, readers and clients is quite appropriate for its definition. The translator is always surrounded by an invisible ecological environment that is closely connected with three elements of text ecology, translation community and ideology, so the sample analysis will be done in accordance with these elements.

###### (1) Text Ecology

Everything originates from the ecological environment. Depending on the quality of the ecological environment, various species in nature have many differences. The same situation happens when it comes to text ecology of translation and text transplantation. The original language comes from a certain text ecosystem

while the target language belongs to another text ecosystem from the viewpoint of technical terms of eco-translatology. In contrast, the textual ecosystem of the original language includes the ecology of language, culture and interactions when the target language has another different textual ecosystem. In general, the smaller the difference between them, the greater their translatability, or the less their untranslatability. Conversely, the greater the difference between the original ecology and the target language ecology, the less their translatability, or the greater its untranslatability (Zhiping Song & Gengshen Hu, 2016). Many differences appear gradually in the ecological characteristics of them through a sophisticated comparison of the texts of external publicity represented by universities in China to that represented by foreign universities. There are some obvious differences of text ecology in the following table.

*Table 3 Text Orientation to Publicity in Universities*

<b>Points of comparison</b>	<b>Chinese universities</b>	<b>Foreign universities</b>
Contents of the text	Being accustomed to unilateral narratives, meaning that speakers are unconsciously self-centered	Focusing on the transmission of practical information and the truth
Narrative perspective	Being liable to describe affairs in the third person, usually causing a sense of distance between the speaker and the audience	Expressing ideas in the first person with a natural and friendly tone, which allows the audience to recognize and then integrate successfully into their cultural atmosphere
Rhetorical devices	preferring to use four-character phrases or parallel sentences, but some of them are actually vague with obvious political contents	Being relatively simple and straightforward

## (2) Translation Community

The concept of community originates from ecology. It refers to the collection of various species and populations within a temporal and spatial context, including communities of animal, plant and microorganism. The interaction between ecological individuals and environment instigates the formation of communities. In the same way, the definition of community can also be defined in the development of translation. These roles of translators, readers, publishers, critics and sponsors mutually support and influence in a certain translation ecosystem, which gradually constitute an integral translation community. The translation community resorts to the internal power centered in translators, interacting with the translation ecosystem and thereby achieving the goal of ecological balance.

Specifically, the membership of the translation community towards external publicity in universities in China generally includes administrative departments, original authors, commissioners, sponsors, reviewers, and translators. Readers of the translation can be divided into three types, including all the scholars intending to visit China for study, teaching and scientific research, well-educated foreign students willing to study abroad and administrators in foreign universities preparing to cooperate with domestic universities and exchange students. In fact, the translator is

at the core among various subjects in the translation community. They are responsible for coordinating the original author, the client, and the reader, and then interacting with various subjects to complete the assignment of translation. The translation community of external publicity in Chinese universities can be summarized as shown in the table below.

*Table 4 Members in a Translation Community*

The author	Generally, the writers engaged in publicity in colleges and universities
The sponsor	Acted by the various colleges or administrative departments
The translator	Mainly English teachers or translators in the international department of colleges and universities, and English students are in the minority
The readers	<ul style="list-style-type: none"> <li>a) All the scholars intending to visit China for study, teaching and scientific research</li> <li>b) Well-educated foreign students willing to study abroad</li> <li>c) Administrators in foreign colleges and universities preparing to cooperate with domestic colleges and universities and exchange students</li> </ul>

### (3) Ideological Factors

As a social practice, translation can never be independent from political thoughts and ideology. In a sense, translation should be described as the product of ideology. Translation activities are not carried out randomly in the air, but always restricted and influenced by ideology. As an essential part of ecological environment of translation, ideology manages to manipulate the whole process of translation activities through the sponsor who resolves to select the text in line with his values. After that, he is determined to spare no efforts to find out the most valuable text according to requirements of external publicity and then gives the translator a certain amount of money as translation fees. Facing the sponsor who has the right to speak, translators have to adapt themselves to the ecological environment of translation for the sake of obtaining the space of the survival and development, so they are most likely to cooperate with them and satisfy their needs in a passive way.

#### *4.2 Translator's Ethics in the Ecosystem*

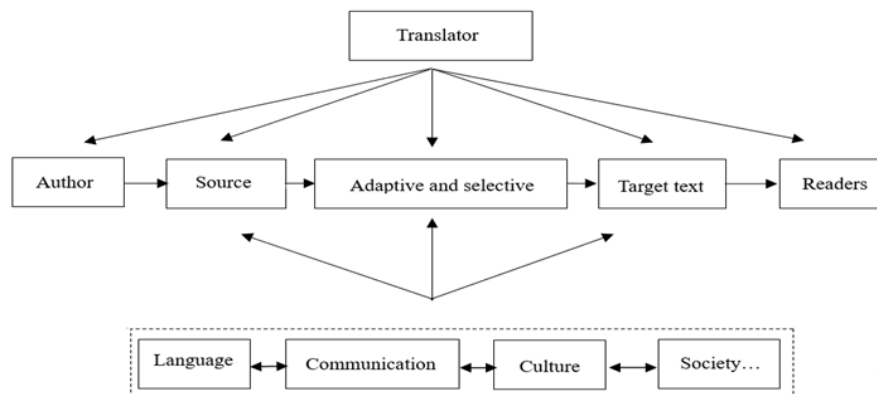
The translator must fulfill multiple responsibilities in the process of translation. He is responsible for the original author, target readers, clients, source language culture, target language culture and himself. On the face of it, he is dealing with a single text, but he is taking the complicated negotiation between three major elements and various subjects into consideration in view of Eco-translatology. The translator adheres to all kinds of ethical norms involved in this process strictly, so it is liable to notice that the external publicity of universities has obvious ethical characteristics.

The text ecology, translation community and ideology constitute an interconnected and interactive ecological environment of translation in universities. The sponsor selects experienced translators conforming to mainstream ethics and entrusts them with the assignment of translation. The selection made by the ecological environment of translation can be completely reflected in this



complicated process. Translators accepting assignments mean that they are voluntarily taking the responsibility for original authors, sponsors, and readers. Through discussions, they jointly determine the main points of translation, and then select translation standards and strategies. After the translator adjusts himself to the textual ecology of original texts and fully evaluates the impact of ideology, he ought to have the awareness of reconstructing the translation with a certain manner familiar to the audience in the textual ecology of the target language (Junying Zhang, 2014). In the table, the translator's ethics in the translation ecosystem can be represented clearly.

*Table 5 Translator's Ethics in the Ecosystem*



Specifically, Translators can adopt a strategy named “high dependence” to handle texts when facing the selection of ecological translation strategies. During the translation process, this strategy allows the translator to highly depend on the ecological environment of that language. In order to maintain, balance, coordinate and eventually reconstruct an ecological environment compatible with the original ecology, the translator is required to do their utmost to convert the original ecological concept in the brain or even deliberately throw away the original ecological concept for the purpose of implanting a fresh ecological environment adapting to the original language in translation.

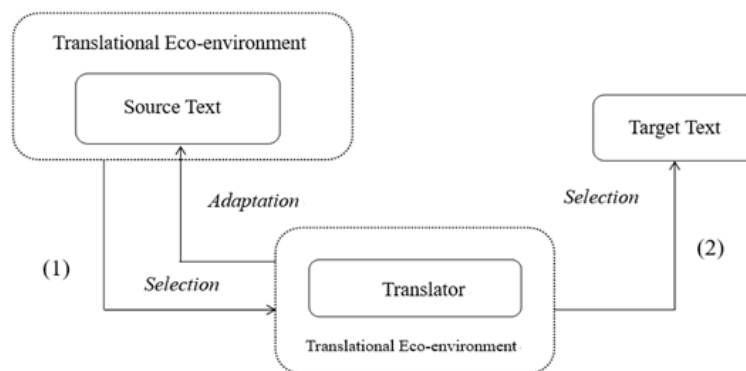
After the accomplishment of translation activities, the mechanism of post-event punishment will take effect immediately with the result that the translator will be restricted consciously by the translation ecological environment. In light of the quality of the translation and the feedback of readers about the translation, A great or small remuneration comes from the evaluation made by the sponsor who has the absolute right to hire or dismiss translators, which accords with the principle of “survival of the fittest”.

#### **4.3 Translator's Responsibility in Universities' Website Translation**

There is no doubt that translators are responsible for many ethical issues like

ethical misconduct and information distortion. Translators deeply affected by unfavorable constraints during their translation activities, ultimately reflecting on texts of the target language with specific operations. In many cases, lacking enough knowledge of the target language and culture fails to explain reasons for translation errors and shortcomings of translators, they adopt inappropriate translation strategies to coordinate various parties with a narrow understanding of the source language and culture. In other words, the translator just fulfills his obligation to translate his text without bearing the responsibility of translation or thinking about its profound meaning. Moreover, the perfect process of external publicity translation involving the adaptation and the selection from the perspective of Eco-translatology can be shown vividly in the table.

Table 6 Translator's Role in the Translational Eco-Environment



Translators should emphasize the translator-oriented viewpoint and then become accustomed to the ecological environment of translation and the relationship between themselves and translation community. Translators should also pay attention to the life state of the transplanted text in another ecological environment to create a balanced and harmonious ecological relationship. It can be said naturally that translation ethics concerning external publicity of universities is embodied in the translator's responsibility. Therefore, translators must bear the existence of text ecology, the maintenance of the dynamic balance, dualistic symbiosis, and the orientation of translation in mind.

#### (1) Maintaining the Existence of Text Ecology

From a microcosmic perspective, translation is a language conversion activity with the purpose of substituting words for mutual understanding. The translator provides communication channels for readers of different cultures through complicated language conversion. In this conversion activity, the translator mainly works on coordinating and transforming the dimension of language, culture and communication in the ecosystem of source language and target language after considering other translation ecological environment factors striving to make the translation alive in the target language environment. Moreover, a certain dimension

is often intertwined and interconnected with other dimensions in the process of transformation.

In terms of ecological balance, the balanced texts specifically includes ecological balance of the language, culture and communication. When it comes to the ecological balance of the language, the translator should come up with practical ways to maintain the balance of the word meaning and the sentence meaning between the original language and the translated language, the balance of expressiveness and verve and the balance of practical value and aesthetic value. The universally recognized translations generally maintain a satisfying ecological balance between the original and the translated language through the verification of translation practice.

Aiming at the three aspects (language, culture and communication), translators can also simplify some redundant titles or honors to highlight the core information. The modules of information are needed to reconfigure in the normal way from English texts. The treatises and research topics are asked to arrange in a certain chronological order when the column of contact information can be put first. After reviewing the parallel texts of foreign universities, especially the University of Melbourne, the profile of professors in Chinese universities' website translation can be multi-dimensionally integrated as shown in the chart.

*Table 7 Appropriate Profile of a Certain Professor*

<p>XXX                  Professor of ... Ph D Supervisor in ...                  1. Profile:                  Contact Information: ...                  Qualifications / Curriculum Vitae: ...                  2. Research                  Academic Interests: ...                  Research Projects: ...                  Academic Achievements:                  * National-level Soft Science Key Project                  * National-level Key Project of Social Sciences (Co-Organizers)                  * Provincial-and-state-level Research Projects                  * Provincial-and-state-level Academic Awards                  * Research Findings Directly Adopted by Provincial Government                  3. Recruitment Status / Visiting Scholar Opportunities: ...                  4. Publications: ...                  5. Teaching: ... (Ranked as China National Quality Course) ...                  6. Affiliations: ...                  7. Awards &amp; Honoraries:</p>
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(2) Keeping the Dynamic Balance of Translation Community

The translator's responsibility to maintain a harmonious translation ecosystem is also reflected in helping a certain translation community deal with internal contradictions flexibly, understand and tolerate each other. As a matter of fact, the translator is at the junction of cultures belonging to two cultural communities at the same time. This cultural characteristic of the translator means that he is familiar with their information needs, browsing habits, aesthetic tastes. He has an excellent

understanding of the particularity of overseas audiences of different social systems or cultural backgrounds as well. Therefore, translators should be involved as much as possible in the selection of the text to be translated. In the meanwhile, they can point out to sponsors that foreign readers show more interests in academic information, practical information and attractive topics. These texts suitable for serving the international environment of universities usually receive more attention. They have the remarkable function of reconstructing the image of universities in China from the context of translation, attracting more foreign students and overseas scholars and achieving evident effects of communication.

*Table 8 Reading Expectations from Foreign Readers*

Academic information	scholars, academic publishing and scientific research achievements
Practical information	climate, enrollment, curriculum, accommodation, tuition, recent news, social services, geographic location, campus maps, transportation and health insurance
Attractive topics	university stories, popular characters and student life

The translator should increase the awareness of assisting members of the translation community, dynamically adjusting themselves and negotiating equally to integrate and cultivate the overall translation ecological environment. In fact, foreign language teachers and even students of foreign language faculty are the main force in the translation of external publicity in universities. Under the pressure of teaching, scientific research and assignments, they are unable to spend a lot of time completing the translation. The relevant departments fail to pay more heed to the conditions of such part-time translators. Writing an article can take a week or even months while the time left for translators is too short. Lacking enough time means that they are incapable of taking various rules of translation into consideration. As a result, the translators feel miserable, and it is also difficult to produce high-quality translations.

The translator's responsibility depends on maintaining the ecological balance of translation community by keeping a good relationship with authors, sponsors and readers. Translators can also put forward their suggestions to relevant departments. Hiring foreign teachers in universities to participate in activities of external publicity is useful to optimize the communication channels and existing resources. These foreign teachers play a significant role in assisting and modifying the translations in that they are quite familiar with the reading expectations of foreign audiences. Combining local translators with foreign reviewers can surely contribute to the harmonious existence of translation community and the effective communication of translations. Once established, this system is capable of reconciling and even resolving conflicts in the website translation oriented to external publicity.

### (3) Using the Ingenious Strategy of Translation

The translation ethnics is closely related to treating foreign, heterogeneous, and

especially weak cultural stuff (Zhu, 2009). For one thing, translators should think carefully about the ecological environment of the original language. For another thing, they should convey the information of original texts to the audience in a pleasant way. The strategy of combining translation with interpretation can better help translators fulfill their communication ethics, which is beneficial to resolve the issue of dualistic symbiosis and meet the reading expectations of foreign readers as well.

The funding of domestic universities relies on state funding and their policies for running cannot be separated from national policies. Considering this, education and politics can be revealed easily in the translation of external publicity. Instead, western universities are often independent entities. The key universities have its own title with Chinese characteristics cannot be completely transplanted into translation in that such behavior will burden the audience in the process of interpreting information. Therefore, translators can make full use of annotations to explain some peculiar phenomena from original texts appropriate for the reading interests and acceptance ability of the target language readers. The strategy of combining translation with interpretation can effectively learn from the habits and reading styles of the audiences, introducing the basic conditions of domestic universities to them to achieve the ideal effects of external publicity.

**Example:** 东南大学是国家教育部直属并与江苏省共建的全国重点大学,是国家“985工程”和“211工程”重点建设大学之一。

**Translation:** As one of the national key universities under direct administration of the Ministry of Education of China and jointly established with Jiangsu Province, it is also listed as one of the universities involved in National “Project 211” and “Program 985” financed by the Central Government to build world-class universities.

In fact, the translation strategy of external publicity has long been discussed, especially the strategy of dualistic symbiosis. The focus of the dispute about the translation standard is serving the original language or the target language. The methods of external publicity from universities should seek cooperation with western audiences and explain the basic situation in a familiar way to western audiences. Therefore, it is impossible to blindly follow the original language and go on translation activities in an inherent pattern of thinking. The translator cannot take it for granted that western audiences will naturally grip the profound meaning of culture and expressions with Chinese characteristics. The translator of the following example has the awareness of translating the literal meaning with interpretation and the English version is naturally added in his translation.

**Example:** 江苏师范大学以“崇德厚学, 励志敏行”为校训, 其新时代的精神为“守正出新, 坚志勇为”。

**Translation:** The motto of JSNU is “崇德厚学, 励志敏行” (chong de hou xue, li zhi min xing), which English version is “Virtue, Knowledge, Ambition and Action”. The spirit in new era is “守正出新, 坚志勇为” (shou zheng chu xin, jian zhi yong wei), which English version is “Integrity, Innovation, Principle and Practice”.

The motto of Jiangnan University is a motto of the classical style. The cultural connotation behind it is not well known to western audience. Creatively, the translator decides to elaborate the two sentences separately so that western readers

can more easily understand the content of the motto. After interpreting the literal meaning, the translator also attached the profound meaning to the translation, to reconstruct the original information through the audience's existing knowledge in the ecological environment of the target language.

Example: 江南大学以“笃学尚行，止于至善”为校训。

Translation: What “笃学尚行” promotes is the effective combination of theory and practice. “止于至善” originates from the ancient Chinese literary classic The Great Learning, of which the very first sentence is “what the great learning teaches, is to illustrate virtue; to renovate the people; and to rest in perfection”. It asserts that continual advance towards the highest excellence is possible.

#### (4) Having the Awareness of Political Correctness

As mentioned above, translation is bound to be influenced by ideology. As a matter of fact, the orientation of translation should be divided into two different types. Firstly, the reason why translators engage in translation has their specific motivation (focusing on subjective motivation). Secondly, the translations can achieve a certain purpose (focusing on objective effects). The translator needs to unify translation ethics with mainstream ideology so that he is upheld by their sponsors for living and improvement (Chen, 2018). Translators working on external publicity in universities should review their translation activities from the standpoint of political correctness in that it is the key element that determines whether the translation of external publicity can achieve practical results. A translation violating mainstream ethics cannot be an excellent translation while only those translations favorable to politics can achieve great success.

After collecting many English profiles of universities in Jiangsu Province, the translation of ethnic affairs mentioned in them is worthy of deliberation. These translation activities seem redundant in that the domestic ethnic minority classes never intend to recruit overseas students. Nevertheless, translators should have the awareness of the national policy of “common prosperity and development of all ethnic groups”. These ethnic minority classes held in key universities are aimed at quickening its steps of talent training in other ethnic regions. It is undoubted that ethnic policies and relations are a hot issue that western society has continued to focus on in recent years. In these potential foreign students' mind, a good image of the nation and universities can be established through proper external publicity on this issue. Therefore, it is of great importance to supplement relevant contents of ethnic policies to improve the perception of foreign audiences. A typical example can be given in the following table.

Based on the translation ethics of political correctness, translators can effectively avoid some foreign audiences' concerns by supplementing a brief introduction to the internationalization of domestic universities. They send such a signal to potential international students, institutions and western scholars that they can be treated equally regardless of their race, color or religion. Moreover, it shows the specific measures of domestic universities, including the practice of policies oriented to

foreign students and the construction of a harmonious society.

**Example:** 无锡职业技术学院与 40 个国家的 100 所院校建立了友好合作关系, 是美国的社区学院国际发展联盟 (简称 CCID) 的第一个中国成员单位。

**Translation:** WXIT has established friendly relationship with 100 universities from 40 countries, including the affiliate member of the American Association Community Colleges for International Development (CCID).

## 5. Conclusion

Through the research, it is found that the translator is in an ecological environment consisting of three elements: text ecology, translation community and ideology. As the most important member of the translation community, the translator forms an ethical relationship with other members and needs to be responsible for them. The ethics and responsibility of translators are closely related to the quality of Chinese universities' website translation. Translators should cater to the reading expectations of foreign audiences. They also need to balance the relationship with members of the translation community and consider carefully some unique political factors of China in the process of translation.

Each kind of research has room for improvement with its limitations. This research is an attempt made by the author to apply the theory from professor Hu to the research of external publicity translation in Chinese universities, endeavoring to explore the translator's ethics and responsibility based on his research framework. The method of contrast and elaboration in the part of sample analysis has been used to explore strategies for external publicity translation and the basic theory of rhetoric and translation has been introduced to come up with reasonable ways to make the translation more powerful. However, translation of external publicity, an emerging field, is an interdisciplinary and comprehensive research, involving a wide range of fields. The previous studies available for reference are relatively limited coupled with the fact that the author's knowledge, cognition level and research ability are very limited, which makes this research have many deficiencies and need to be further improved.

"Translator-centered" is the core concept of Eco-translatology, acting as an important way to highlight the value of translators. On the one hand, translators should abide by ecological ethics of translation with a sincere attitude. Facing complicated translation community, translators should integrate multiple dimensions and coordinate various parties to maintain the ecological balance of translation community, striving for the existence and the effectiveness of translations. On the other hand, when necessary, translators should vigorously promote dualistic symbiosis by adopting the strategy of combining translation with interpretation. Finally, translators, as the main body of translation activities, must assume the responsibility of keeping the relationship between himself and other members in the

translation community, consider political correctness, and finally improve translation quality.

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