

On the Practical Teaching of English Translation of Store Names in Chang Zhu Tan

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ABSTRACT. *At present, there are many problems in the English translation of ChangZhuTan stores, which is not conducive to the international development of ChanZhuTan. Under this background, colleges in ChanZhuTan should innovate the practice teaching of English translation students. Taking “analyzing and solving the problem of English translation of ChanZhuTan store name” as the basic starting point, this paper carries out English translation practice through various ways to improve students’ ability to apply theories in English translation and cultivate their sense of social responsibility. This paper first briefly reveals the problem of English translation of ChanZhuTan store names, and then elaborates the strategies of innovating the English translation of ChanZhuTan store names.*

KEYWORDS: *Chanzhutan, English translation of store names, Student practice*

1. Problems in English translation of store names in ChanZhuTan

The ChanZhuTan urban agglomeration is an important part of the city cluster in the middle reaches of the Yangtze River in China, including Changsha, Zhuzhou and Xiangtan. The rapid economic development of the ChanZhuTan urban agglomeration, which complements the Pearl River Delta urban agglomeration, is an important force to promote China’s economic and social development[1].

To discuss the English translation of ChanZhuTan store names, that is, to discuss the English translation of entity store names in ChanZhuTan city group in the tide of internationalization. In recent years, the ChanZhuTan city cluster has become an important area for foreign businessmen to invest in China and for foreign tourists to travel to China. In this context, in order to preach the products, service scope and business concept of the stores, the physical stores in ChanZhuTan city group also generally carry out the activity of translating shop names into English. However, due to the lack of professional English translation talents, there are many problems in the process of English translation of store names, such as irregular spelling, inconsistent translation and grammatical errors[2]. The objective existence of these problems not only reduces the transmission effect of information related to stores in ChanZhuTan city cluster, but also affects the good impression of ChanZhuTan city cluster among foreign businessmen and foreign tourists.

2. Strategies for the Practice Teaching of English Translation of Store Names in Chanzhutan

Based on the current problems in English translation of ChanZhuTan store names, ChanZhuTan colleges should focus on “solving the problem of English translation of ChanZhuTan store names” with a purpose, and innovate the practice teaching of English translation students. This paper holds that ChanZhuTan college should innovate and reform the traditional English translation teaching mode, especially actively explore the teaching methods outside the English translation classroom, and construct the English translation students’ practical teaching mode “from inside the classroom to outside the classroom, from inside the campus to outside the campus”. The specific work is as follows.

2.1 Innovate Practice Teaching Concept

Colleges should abandon the goal of training theoretical talents, establish a quality-based teaching concept, and focus on the cultivation of high-quality English translation talents. Colleges should ask English majors to deeply realize that the problem of the translation of the name of ChanZhuTan stores not only adversely affects the physical stores, but also the entire international development of ChanZhuTan. Colleges cannot allow students to indulge in classroom and book learning for a long time, but should pay attention to the current problem of

English translation of ChanZhuTan store names with a high sense of social responsibility, and then actively put the learned knowledge of English translation into practice.

2.2 Innovate Classroom Practice Teaching

Centering on the theme of “solving the problem of English translation of ChanZhuTan store name”, the course system of English translation is integrated to form a professional practice teaching scheme which is independent of classroom teaching and mutually supports classroom teaching. Before formal teaching, teachers should sort out the English translation problem of ChanZhuTan store name through investigation or online search, and present it to students in the form of pictures or short videos, so as to arouse students’ attention to the English translation problem of ChanZhuTan store name. Then, students are required to analyze the main manifestations, causes, influences and solutions of the English translation problem of ChanZhuTan store name through independent research or group discussion[3]. During the course of teaching, teachers should encourage students to ask more questions, discuss more and practice more, so as to improve students’ ability of applying English translation theory, teamwork, analyzing and solving problems. Teachers should make full use of heuristic teaching to fully mobilize students’ learning initiative; at the same time, they must make full use of case-based teaching and situation-based teaching, so that students can profoundly understand the objective reality of the English translation of the name of the store, and guide them to analyze the actual problem and to seek the best solution while inspiring their sense of social responsibility.

2.3 Innovate Extracurricular Practice Teaching

Colleges should ask English majors to correctly understand the important influence of English translation of ChanZhuTan store names on the international development of ChanZhuTan, and extend the “front” of practical teaching from classroom to extracurricular. Colleges can guide students to form a research group on the English translation of shop names in ChanZhuTan, and encourage students to study the English translation of store names in ChanZhuTan by searching online and consulting literature. With the development of extracurricular practical activities, the English translation knowledge learned by students can be applied in the English translation of store names in ChanZhuTan[4]. It is worth mentioning that in today’s rapid development of WeChat, Weibo, and mobile apps, colleges should guide students to use the above tools to carry out extracurricular practices, such as guiding English majors to set up a ChanZhuTan store name English translation consulting hotline or open a WeChat public account. This will not only stimulate students’ practical learning, but also help the school build an online brand.

2.4 Innovate Practical Teaching Outside the Campus

The English teaching activities of ChanZhuTan college should highlight the purpose of serving the economic development and international development of ChanZhuTan. On the basis of objectively understanding the current problem of English translation of ChanZhuTan store names, adhere to the problem orientation, actively tap social resources, and strive to create a practical teaching platform about the translation of ChanZhuTan store names. Through the above measures to realize the in-depth development of practical teaching outside the school, in order to establish an out-of-school practical teaching system for physical stores in ChanZhuTan. For example, colleges can instruct students to set up a patrol team for the translation of ChanZhuTan store names during the summer vacation, and analyze and research the translation of ChanZhuTan store names in batches and regions. In order to strengthen the effect of extracurricular practice teaching, colleges should establish long-term cooperative relations with some stores in ChanZhuTan (preferably large chain enterprises). English majors can directly contact the real English translation of the company’s store name through an internship in a cooperative enterprise. They can directly face the problems arising from the English translation of the store name and truly link the English translation theory with the English translation practice[5]. During the students’ internships outside the campus, colleges should do a good job of tracking and evaluating students. Teachers should keep in touch with students at any time to help students deal with difficult English translation problems in a timely manner.

The following two problems should be paid attention to in the practice teaching of English translation of ChanZhuTan store names.

First, colleges should strengthen the construction of English teachers. On the basis of strengthening the professional level and professional ability of English teachers, colleges should pay attention to improving their sense of social responsibility. Colleges should organize English teachers to carry out learning and training on the

international development of ChanZhuTan, and encourage them to carry out special research on the international development of Changsha Zhuzhou Xiangtan. Colleges should require English teachers take the English translation of shop names in Changsha Zhuzhou Xiangtan as a starting point, dig deep into the English translation problems in other fields in Changsha Zhuzhou Xiangtan, and stimulate their exploration spirit in the reform of English translation practice teaching.

Second, in practice teaching, teachers should focus on the cultivation of students' professional deficiencies and weak links. At present, the main problems in the English translation of shop names in ChanZhuTan are irregular spelling, inconsistent translation and grammatical errors. Before practical teaching, it is necessary for teachers to test students' professional practice, understand their professional deficiencies and weaknesses, and then arrange practical tasks for them.

3. Conclusion

Currently, the English translation of store names in ChanZhuTan urban agglomerations has various problems. In order to maintain and establish the good imagination of the ChanZhuTan among foreign businessmen and foreign tourists, and to spread the city culture of ChanZhuTan, Colleges should innovate the practice teaching of English translation of store names in the region, and construct the practical teaching mode "from inside the class to outside the class, from inside the school to outside the school".

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2) The subject of science and technology innovation of Hunan Institute of engineering students in 2020: research on the English translation of store names of ChangZhuTan restored to work under the background of new crown epidemic.

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