Application of Liaoning Tourism Translation Multimodal Parallel Corpus in the New Media Era

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Abstract: The important feature of multimodal corpus is the multimodal nature of corpus, which fully mobilizes users' multiple sensory systems, makes up for the shortage of traditional tourism translation, and provides more standard new media translation services for tourists all over the world, which is of great practical significance for promoting the development of Liaoning tourism industry. Based on the perspective of new media, under the guidance of translation prototype theory, functional translation theory and information processing theory, by using the methods of literature analysis, investigation and systematic research, this paper analyzes the problems existing in Liaoning tourism translation and the advantages of multimodal corpus, and puts forward the application scheme of multimodal parallel corpus for Liaoning tourism translation in new media era. The research results can be applied not only to translation practice, but also to translation researches. The field of translation practice is mainly auxiliary tourism translation and tourism service, while the field of translation research mainly provides guidance for translation practice and corpus construction, solves the problems existing in Liaoning tourism translation and helps the development of Liaoning tourism industry.

Keywords: New Media Era; Tourism Translation; Multimodal Parallel Corpus; Application Strategy

1. Introduction

The corpus contains real language materials that have appeared in the actual use of language, which plays a reference role for relevant functional departments in the decision-making of tourism culture publicity. With the wide application of computer technology and the rapid development of internet technology, corpus research has entered the research stage of Corpus 4.0 from Corpus 3.0 [1], that is, multimodal corpus, which is no longer limited to text corpus, and has increased various corpora such as audio and video, which can include various corpora, and has increased various corpora such as audio and video, reflecting a novel language view [2]. Compared with the traditional static text or voice corpus, the important feature of multimodal corpus is that the corpus is multimodal, and various media forms such as text, image, voice and video are integrated into one, which fully mobilizes users' various sensory systems.

Liaoning tourism industry has the advantages of large total resources, rich content, high quality and distinctive regional characteristics, especially the Manchu folk cultural resources with high development value, which have strong international competitiveness and attraction [3].With the revitalization of the old industrial base in Northeast China, the construction of "the belt and road initiative" and the implementation of various tourism policies under the new development pattern, more and more international tourists will travel to Liaoning in the future. Under this background, the multimodal parallel corpus of Liaoning tourism translation in the new media era is applied to make full use of the advantages of multimodal corpus, which makes up for the shortage of traditional tourism translation and provides more standard new media translation services for global tourists. Tourism professionals can use corpus as a reference book to standardize language expression, master authentic source language expressions, and improve the translation ability of words and sentence structures, which is of great practical significance for promoting the development of Liaoning tourism industry.

2. Translation Practice

2.1 Translation of Tourism Public Signs

Tourism public signs include notices, instructions, tips or warnings and so on in public places. Tourism public signs are placed in different places in scenic spots, which have the functions of indicative, restrictive and compulsory. Indicative signs provide tourists with effective information such as bus stops, public toilets and taxis. Restrictive public signs include no trampling, no passing, no eating, slowing down and so on. Compulsory public signs mainly restrict tourists' behaviors such as no parking, no smoking and no dangerous goods. The translation level of public signs plays a vital role in tourists' experience, which directly affects the choice of tourist routes, as well as their interest, feelings and impressions. At present, there are many problems in the translation of Liaoning tourism public signs, such as language errors, patchwork of slogans, pragmatic anomie, wrong choice of words, disregard of context, cultural misunderstanding and inappropriate tone. The application of Liaoning tourism translation multimodal parallel corpus in the new media era has the following functions [4,5]. First, keep the timeliness of the Chinese version of public signs in scenic spots, highlight the iconic signs of public signs, and make timely revisions according to the contents of the corpus when problems are found. Second, avoid grammatical errors in the translation of public signs. Corpus is also a synthetic data containing all kinds of grammatical errors. Through Corpus, we can find collocation frames and expression patterns related to majors. Third, strengthen the cultural connotation of public signs in scenic spots, fully consider the cultural differences between China and the West, and promote the spread of traditional culture in China. Fourth, beautification affects tourism public signs. A large number of mature and standardized corpus knowledge can improve the phonological beauty of public signs translation and give full play to local customs and humanities.

2.2 Translation of Tourism Publicity Materials

Publicity is an important means for a country to shape and convey its international image. As a special form of language translation, publicity translation plays an important role in international communication as a necessary means to attract foreign investment and foreign tourists. It has two attributes of "publicity" and "translation", which is completely different from literary works and has strong information display function, with the characteristics of diverse audiences, different communication effects, text selectivity and flexibility of translation strategies [6]. It can effectively export China's excellent traditional culture, make more foreign tourists have a strong interest in Chinese civilization, make the audience deeply understand the characteristic culture of tourist attractions, shape a good image of the country, and at the same time obtain information on natural geography, cultural customs and visits, so as to enhance the tourism experience [7]. At present, there is no improvement in the English translation of tourism culture publicity. There are differences between the language expression and the target language, and the differences between publicity and publicity are not clearly distinguished. The cultural experience of domestic and foreign tourists in scenic spots is often confused by sentence patterns and improper use of words, which makes it difficult to reflect the cultural value in the translation of publicity. Based on the technologies of Internet of Things, mobile communication, cloud computing and artificial intelligence, a multi-modal corpus of tourism translation with shared resources and real-time updating is established. By integrating a large number of real language texts, the flexibility and principle of translation content are ensured, which provides empirical basis for the study of word distribution and theme relationship at the discourse level. The language expression habits and thinking logic close to the audience are used to objectively describe the social development and historical origin, and the characteristics of local tourism publicity translation texts are comprehensively revealed [8].

2.3 Translation of Historical allusions and Red Culture

Historical allusions refer to stories or legends about historical figures, laws and regulations, etc. Allusions are the representation of a long history and the embodiment of cultural prosperity, which need to be accumulated to a sufficient level before they can emerge as the times require. The more advanced the history, the thicker the culture and the richer the allusions. The understanding and interpretation of allusions is an analytical process from less to more. In the process of cultural inheritance, allusions are constantly used, and concentrated and relatively fixed expressions are constantly highlighted. The new discourse space makes allusions show the vitality of the times. Learning to spread and use allusions is a manifestation of cultural self-confidence, concise the spirit of

China, and sends China voice to the world. As a new type of tourism, red tourism is rich in revolutionary spirit and profound historical and cultural connotations. Red tourism has risen and been widely accepted by tourists, and many foreign tourists are interested in red tourist attractions. Red tourism is a kind of tourism form with China characteristics, including a large number of revolutionary history, people and events, which gave birth to a huge translation of red tourism culture for international tourists. There are many problems to be solved urgently in the process of translation construction of red culture, and the translation of red culture mainly focuses on following the principle of emotional acceptance. The application of multi-modal parallel corpus of Liaoning tourism translation in the new media era, assisted by historical allusions or red culture translation, can help translators improve the quality of translation, enhance the target audience's understanding of China culture, make the translation of historical allusions or red culture conform to the language thinking habits of foreign tourists, make cultural communication more infectious, help translators form a unique translation style in translation practice, and better show China culture to the world.

2.4 Translation of Intelligent Tourism Integrated Service

Intelligent tourism takes advantage of new technologies such as cloud computing and Internet of Things, actively perceives information about tourism resources, tourism economy, tourism activities and tourists through the Internet/mobile Internet and with the help of portable terminal internet devices, and releases it in time, so that people can know this information in time, arrange and adjust their work and travel plans in time, so as to achieve the effect of intelligent perception and convenient use of all kinds of tourism information. Through scientific information organization and presentation, the intelligent tourism platform allows tourists to obtain tourism information conveniently and quickly, and achieves the effect of intelligent perception and convenient use of various tourism information, which makes the tourist's travel process smoother, improves the comfort and satisfaction of tourism, and brings better tourism safety and quality guarantee for tourists. At the same time, it helps to establish a personalized intelligent tour guide system, providing complete functions such as scenic spot screening, route specification and electronic tour guide, so as to meet the perfect self-help and in-depth travel experience of tourists and realize the efficient use of tourism information resources. The functions related to intelligent tourism, such as scenic spot screening, route planning, electronic tour guide, map positioning, real-time interaction and online service, are all based on translation, especially relying on voice translation. Intelligent tourism is an integrated innovation of information technology, with machine translation of tourism and intelligent question-and-answer as the core contents. By applying the multimodal parallel corpus of Liaoning tourism translation in the new media era, the information needs of translation can be met through deep processing of data, so that users can enjoy efficient services [10]. At the same time, an automatic simultaneous interpretation system is built with the help of corpus to solve the problem of multi-person online consultation and communication.

3. Translation Researches

3.1 The Research on Translator's Style

Translator's style is a controversial topic in literary translation. Some translation theorists believe that the task of translation is to convey the original style, and translation cannot replace the author's style. Some translation theorists believe that translators need to have their own network to show their cultural heritage and aesthetic taste. In fact, for the same literary work, translation is the art of language, which must be integrated into the translator's style under the guidance of different translation concepts. When using multimodal parallel corpus in Liaoning tourism translation, lexical density, syntactic structure, collocation mode, coherent form, narrative characteristics and translation strategies will all have an impact on the translator's style. For example, frequent use of characteristic words or unique words makes the language application vivid. Different translation treatments will lead to changes in the narrative perspective of the original text. The translation strategies and methods of cultural words also directly affect the translation style.

3.2 The Research on Universality of Tourism Translation

Translation universality refers to some regular linguistic features as a whole, which are clear, simplified, standardized and orderly, and constitute the characteristics of the translation universality hypothesis [11]. The greatest success of corpus translation research is the study of translation

universality, which develops rapidly under the impetus of corpus translation research, and finds the characteristics of translation itself through the overall language characteristics of translation corpus. Clarity refers to making the meaning of the translation clearer and clearer by adding background knowledge or information. Based on the translation corpus, grammar clarity and vocabulary clarity can be realized. Simplification means that the translator unconsciously simplifies the language or information. Based on the translation corpus, complex sentences in the source language are replaced by simple structures in the target language, and complex phrases are replaced by short collocations. Normalization means that the translation is more in line with the norms of the target language. Based on the translation corpus, the spoken language in the source language is changed into standard written language, and irregular punctuation marks are corrected. Orderliness means that translated texts tend to gather in the middle of continuum, that is, the uniqueness of translated texts is lower than that of untranslated texts, and translated texts tend to be similar to each other in specific linguistic features. In translation practice, we should not only follow the universality of translation, but also take into account the particularity of the text and translation requirements.

3.3 The Comparative Research of Tourism Texts

The comparative study of tourism texts based on multimodal parallel corpus mainly includes two aspects. First, the vocative text. Text can be divided into three types: expressive, informative and vocative. Vocative text mainly emphasizes the calling function of language, arouses readers' resonance and thinking, and can reorganize the language structure of the translation without being constrained by the language form of the original text. Its outstanding feature is to take readers as the center, strengthen the readability of the translation, and make readers understand and accept it quickly. The theory of vocative text translation includes communicative translation method, translation compensation strategy and the theory of elocutionary effect equivalence. Second, the text information highlights [12]. Tourism text information highlighting is an important means to realize the calling function, which can be realized by adjective adverb superlative, adverbial preposition and causal connectives. The superlative adjective adverbs are mainly used in orientation, depth, height, length and size to realize the vocative function and arouse the reader's consciousness of action. The prepositional component of adverbial acts as an important part of sentence meaning, which makes the focus of information expression more prominent. Causal connectives make the text more convincing, thus highlighting the text information to some extent.

3.4 The Research on the Construction of Local Translation Corpus

The construction of many local tourism translation corpora is of guiding significance to the application of multimodal parallel corpora of Liaoning tourism translation in the new media era. Taking the Chinese-English bilingual parallel corpus of tourism in Henan Province as an example, Henan has a long history and splendid culture, with extremely rich tourism cultural resources and a wide variety of scenic spots, which not only have natural scenery, but also leave countless historical relics and places of interest, laying a good foundation for the development of tourism in Henan [13]. However, there are some problems in Henan tourism translation, such as inconsistent translation of proper nouns, incorrect use of grammar, Chinglish word for word translation, lack of culture and inappropriate translation [14], which seriously hinder the development of Henan tourism. In order to solve the problem of Henan tourism translation, a bilingual Chinese-English parallel corpus of Henan tourism is constructed, which involves natural landscape, human landscape and cultural heritage. In terms of overall design, the scale, performance and sustainable development of the corpus are considered, and the source text and the translated text are compared with each other. In terms of corpus collection, various periodicals, electronic publications, Internet resources and official tourism websites in various regions are widely collected, and samples are taken according to reading habits, so as to enrich the text through some high-level translation work. In the aspect of corpus sorting and processing, manual sorting and computer software are combined to complete the modification of typos, garbled words and grammatical errors, as well as denoising and standardized processing, and a hybrid algorithm is used to align sentences in bilingual corpus.

4. Conclusions

The new media era puts forward new requirements for tourism translation. With the increasing number of foreign tourists visiting Liaoning, the problems in Liaoning tourism translation are

becoming more and more obvious. Based on the perspective of new media, this paper studies the application of multimodal parallel corpus in Liaoning tourism translation from the aspects of translation practice and translation research, solves the problems in Liaoning tourism translation, helps the development of Liaoning tourism industry, and provides certain scientific reference for the decision-making behavior of government departments.

Acknowledgements

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