

Difficulties and Strategies in the English Translation of Genglubo from the Perspective of Translation Skopos Theory

Qingyu Zeng

University of Sanya, Sanya, China

Keywords: Skopos Theory, Genglubo English Translation, English Translation Difficulties, English Translation Strategies

Abstract: As the South China Sea (SCS) issue continues to heat up, Genglubo, as a proof of sovereignty over the SCS, has received more and more attention from all walks of life. The English translation (ET) of Genglubo is conducive to the spread of Chinese maritime culture, but the ET of Genglubo is not conducive to the spread of Chinese maritime culture. There are few researches on difficulties and strategies. TST can help the ET of Genglubo. Therefore, this paper studies the difficulties of Genglubo's ET from the perspective of translation skopos theory (TST). This article explains Genglubo and the Skopos theory of translation, and discusses the difficulties and strategies of Genglubo's ET. In the investigation of Genglubo's attention, it is found that in June of a certain year, the number of ET reports was 85. The change of the data is 12, which shows that the attention of Genglubo ET is not high. This paper puts forward relevant strategies through the analysis of the difficulties in ET.

1. Introduction

In recent years, the SCS issue has attracted more and more international attention. my country's territorial sovereignty in the SCS has been continuously violated. As a major power in the SCS, China has made great efforts and positive contributions to stabilize the situation in the SCS. "Genglubo" is an important historical and legal basis for my country to safeguard its sovereignty in the SCS. The large number of historical documents recorded by Chinese in the past dynasties is sufficient to prove that the SCS Islands and the surrounding waters are China's sacred and inviolable territory. With the continuous development of globalization, the ET of "Genglubo" cannot meet the needs of cross-cultural communication. There are difficulties in the ET of "Genglubo", and it is necessary to conduct in-depth research on ET strategies.

At present, many scholars have carried out in-depth research on the difficulties and strategies of ET of Genglubo from the perspective of skopos theory, and have achieved good results. Drawing on the Skopos theory of translation, Andrew encourages the community to include explicit goals in their translation briefs, i.e. to take advantage of these opportunities, ultimately giving translators the freedom to move beyond the interpretation and translation choices imposed by the wider language of communication, to allow the native language to add to the target text Extra functionality and

intrinsic and extrinsic value [1]. Koch-Weser S analyzed the difficulties of translation in language transfer and transition, and the relationship between culture and marketing reproduction by combining Skopos Theory, and then explored translation strategies to overcome these difficulties, namely free translation, enlargement and omission, imitation, transformation and creation [2]. It is shown that Skopos theory can provide us with some valuable guidance and improve commercial translation. Although there are many texts translated based on TST, the translation of "Genglubo" from the perspective of translation theory is relatively few at present. There will be more and more translated texts of ET policy [3-4].

This work was supported by "Study on the English translation of Genglubo and its research results", Youth Project of National Social Science Foundation of China, 2021, Grant No. 21CWW002. Based on the theory of TST, this paper analyzes and studies the difficulties and strategies of ET of Genglubo. The structure of this paper can be divided into two parts. First, it explains the importance of studying the ET of Genglubo by expounding the importance of Genglubo, and proposes the difficulties in the English translation of Genglubo from the perspective of translation skopos theory. Finally, it proposes Genglubo's ET strategy from the perspective of TST [5].

2. Difficulties in the ET of Genglubo from the Perspective of TST

2.1 Importance of "Genglubo"

(1) The explicit meaning of the "Genglubo" text

The text track of "Genglubo" gave birth to the SCS civilization. The SCS, as the forefront of the spread of Chinese civilization, was the main channel of the ancient Chinese Maritime Silk Road. The route of "Road" has been extended, and "Genglubo" has a significant connection with the "Maritime Silk Road". Ancient Chinese ships will sail along the inner line of the continental border and the outer line along the west, south and Zhongsha Islands, and leave a large amount of cultural heritage, which is of great significance to the future national development strategy. Every route recorded in the "Genglubo" gave birth to today's SCS civilization, and it is also a reflection of the footprint of Hainan's fishing and sea transport. In the context of cross-cultural communication, "Genglubo" shows the world that the islands in the SCS belong to China, and China has indisputable sovereignty over the SCS [6].

(2) Invisible meaning of the "Genglubo" text

The text of "Genglubo" mainly contains the invisible meaning of the spirit of Genglubo and Chinese marine culture. "Genglubo" is an important historical basis for the sovereignty of the SCS, not only the inheritance of the spirit of Genglubo but also the embodiment of Chinese marine culture. "Genglubo" is the historical testimony of Hainan fishermen's exploration of the SCS, and it contains the historical inheritance of the spirit of Genglubo. The spirit of Genglubo has enriched the connotation of the spirit of the ocean, showing the indomitable and courageous struggle of Hainan fishermen. Through the ET of "Genglubo", the marine spirit and national spirit interpreted by Hainan fishermen will be better displayed in cross-cultural communication, so as to better record the historical spirit and educate future generations [7].

As an important material for the study of Chinese marine culture, the text of "Genglubo" has important cultural relic value and historical significance. These elements not only reflect the rich connotation of "Genglubo" culture, but also interpret the breadth and depth of Chinese culture and strengthen the recognition of Chinese marine culture. "Genglubo" reflects the Chinese people's complex towards the SCS and the inheritance of Chinese culture. The Chinese people are unwavering in their determination to safeguard the sovereignty and maritime rights and interests of the SCS, deeply understand the essence of Chinese culture, and actively understand and study the

Chinese maritime culture contained in the "Genglubo". In the cross-cultural context, the ET of "Genglubo" embodies the idea of "going out" of Chinese culture. In the development of cultural globalization, cultural differences between China and the West have hindered the international dissemination of "Genglubo", and may lead to friction, so we need to study the difficulties and strategies of ET of "Genglubo"[8].

2.2 The ET of Genglubo from the the Perspective of TST

The application scenario refers to the "most likely" scenario of the audience when an application is used. The ET application scene of "Genglubo" refers to the communication process that takes place in a comprehensive environment with the communication subject, audience, and surrounding "field" and "scenery" as the elements when using Chinese characters. With the development of modern technology, the various attributes of application scenarios can be better reflected. The ET application scenario of "Genglubo" is to use its communication, perception, social and data attributes to expand communication channels and enhance communication effects. Based on the post-industrial era, some researchers put forward the scene theory to explain the changes in consumption patterns brought about by the changes of the times. The scene is composed of area, space and network elements, and the finishing touch is the integration of culture and aesthetics. Understand the "legality", "drama" and "authenticity" of scene theory as "good", "beautiful" and "truth", in order to understand scene theory more concisely and apply it in reality". Situation theory is of great significance to the progress and development of the ET of "Genglubo", such as constructing a mode of cooperation between the government and the people, improving the breadth and depth of translation, emphasizing openness and participation, etc. Figure 1 is a framework diagram of the scene of Genglubo English-translation text [9].

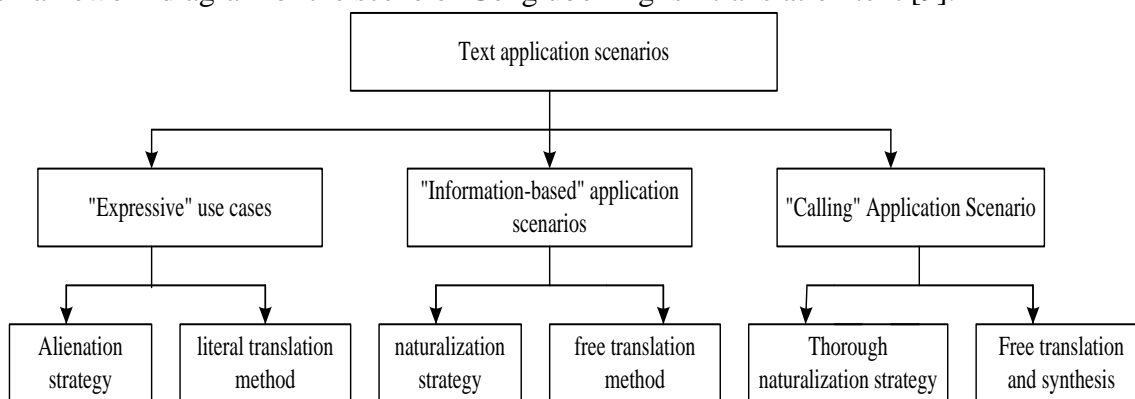


Figure 1: Application scenario diagram of ET text

At present, there are few explorations in the English translation research of "Genglubo" from the perspective of TST, and there is an urgent need for scholars to conduct research in this area. Scholars need to strengthen the theoretical exploration and research of translation purpose, and improve the research level of the theoretical achievements of Chinese localization in the translation of "Genglubo". At the same time, scholars also need to study the exploration of foreign translation theories in depth, so as to provide rich theoretical support for the English translation of "Genglubo" in my country. At present, the research on the ET of "Genglubo" is increasing day by day, drawing on foreign translation theories, which provides a rich theoretical basis for "Genglubo" in English. While learning from foreign theories, we must deeply understand and study the theoretical research, and use the theory reasonably in the ET research of "Genglubo". For foreign translation theories, the majority of scholars need to have the ability to discriminate and the spirit of criticism, and to determine whether the foreign translation theories borrowed for reference can solve the problems

we are currently studying. And researchers should criticize and reflect on whether the theory is helpful to the current research problem, instead of blindly borrowing and adopting foreign theoretical research.

2.3 The Main Problems of ET from the Perspective of Skopos Theory

Skopos theory holds that the purpose of translation determines the behavior of translation, and translators must be limited by the purpose of translation when they carry out translation activities. As far as the translation practice of Genglubo from Chinese to English from the perspective of TST is concerned, the translation of Genglubo belongs to the cultural information reader. The purpose of this translation is to understand the culture of Chinese characters for Chinese readers. In the text "Genglubo", the author introduces a lot of Chinese marine culture and national spirit to the readers, the origin and classification of the SCS civilization, and the translator's task is to pass the Chinese marine culture to the target language readers. The main purpose of translation, so all translation behaviors should be based on this purpose. On the basis of ensuring this function, we can use some other translation strategies to adjust the structure of the translation to ensure the loyalty and coherence of the translation [10].

3. A Survey of the ET of Genglubo from the Perspective of TST

3.1 Research Methods

Using the online questionnaire survey method, this paper selects foreign citizens living in China to conduct a questionnaire survey on the satisfaction of the ET of "Genglubo". On the basis of the questionnaire, it proposes the ET strategy of "Genglubo" from the perspective of TST.

3.2 Data Collection

This paper mainly uses Questionnaire Star to distribute questionnaires online. A total of 550 questionnaires were distributed online, because there will be a small reward after filling out the questionnaires. All selected foreign citizens have filled out the questionnaires, so the effective rate of the returned questionnaires is 100%.

3.3 Data Processing and Analysis

In this paper, SPSS software was used to count and analyze the questionnaire results, and then conduct t test. The t-test formula used in this paper is as follows:

$$t = \frac{\bar{x} - \mu}{\frac{\sigma_x}{\sqrt{n}}} \quad (1)$$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{S_1^2 + S_2^2 - 2rS_1S_2}{n}}} \quad (2)$$

The above formula is explained. Formula (1) is a single population test. Since there are 550 questionnaires and all of them are recovered, and the sample size n is 300 and greater than 30, formula (1) needs to be used for the single test. where t is the dispersion statistic between the

sample mean and the population mean, \bar{x} is the sample mean, μ is the population mean, σ_x is the sample standard deviation, and n is the sample size. Formula (2) is a double total test formula, where s_1^2 and s_2^2 are the two sample variances.

4. The ET Strategy of Genglubo from the Perspective of TST

4.1 Audience of ET of "Genglubo"

The audience is the terminal in the communication and the receiver of the information and content. Genglubo culture is a culture with rich connotations, which requires the audience as the receiver and the subject as the communicator to have similar cognition and understanding of the culture in order to achieve the best communication effect. The current spread of Genglubo culture is taking a road that extends from local audiences to national audiences. Although the Genglubo is no longer applicable to the current society, the culture of the Genglubo is fully applicable to the current society. Not only it has important legal significance, but also it can prove the integrity of China's sovereignty over the South my country Sea. The flexible and changeable cultural spirit is exactly what the people need most. It is this similarity between the cultural connotation of Genglubo and the connotation of the mainstream culture in the current society that enables Genglubo culture to reproduce culturally in a way of cultural reproduction, break down geographical barriers, and spread across the country gradually. Expand the reach of the dissemination audience. However, the expansion of the audience coverage of Genglubo culture is still in its infancy, and there are many problems that the cultural influence is limited and cannot make Genglubo culture go out completely, which needs to be solved urgently. Figure 2 shows the audience of the Genglubo translated version in the first half of a year.

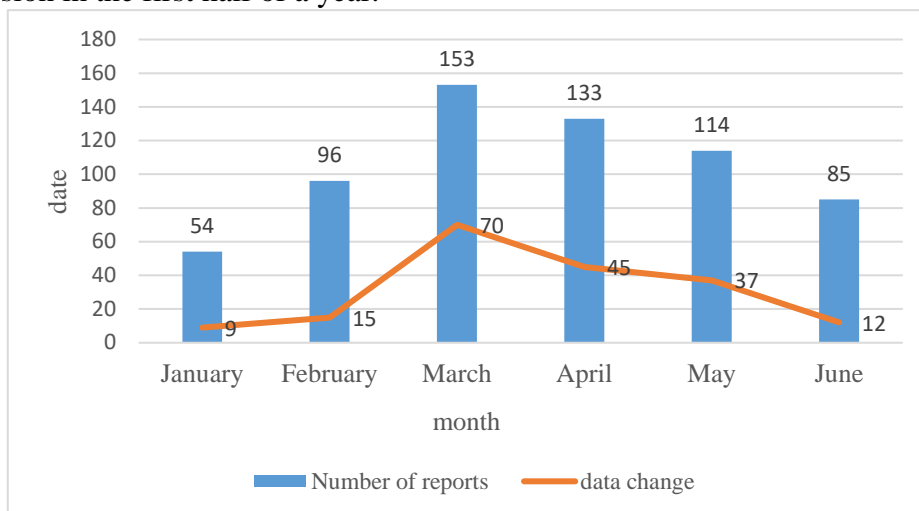


Figure 2: Changes in attention to the ET of "Genglubo" in a certain year

From Figure 2, we can analyze that people do not pay much attention to the ET of Genglubo, and the length of the report is not very large. Therefore, for the translators of the ET of Genglubo, it is necessary to increase everyone's attention to the ET.

4.2 The ET Strategy of "Genglubo" in the Application Scenarios of TST

Taking "TST" as the guiding theory of "Genglubo", based on different application scenarios, this paper analyzes the specific purpose and needs of the translation of "Genglubo", so as to adopt

different translation strategies and methods. It will provide research ideas and reference for scholars in the translation study of "Genglubo" in the future, so as to promote the dissemination and development of Chinese marine culture in the world. Skopos theory of translation regards the purpose of translation as the main translation principle. It is of great significance to the translation of Wushu to accurately select translation strategies and methods according to different texts and communicative purposes to achieve the most suitable translation content.

By drawing inspiration from the literature of different application scenarios, a section of the translation application scenarios of "Genglubo" is constructed. In order to clarify the deep structure of these scenarios, we discuss the pure theory and pure practice of the ET of "Genglubo". There is a middle way in between. Among them, we selected the application scenario of the translation text dimension as the main dimension, and the expression type and information type as the sub-dimension application scenarios, as shown in Table 1.

Table 1: Adoption of strategies for the ET of "Genglubo"

Different application scenarios	Purpose Analysis	translation strategy	translation method
expressive	heavy form	alienation	literal translation
informational	heavy content	Categorize	free translation

4.3 Strategies for ET of Sentences in Genglubo under the Skopos theory

As we all know, in the process of translation, whether to emphasize the form or the meaning has always been a headache. When the two languages are converted, there are inevitably differences in culture, history, and customs. So whether we should follow the semantic equivalence or ensure the functional equivalence, I will discuss in the following content. analyze this issue.

In Skopos theory, we should always grasp such a principle and always put the purpose first, first achieve our own translation purpose, achieve functional equivalence, and then adjust the translation through translation strategies and methods to ensure the fidelity of the translation and coherence.

In the following content, I will analyze and study a series of functional equivalence or semantic equivalence that appeared in the ET of informational texts from the perspective of Skopos theory, well as other issues that we have encountered in translating such texts into English and come up with their own solutions.

(1) Solutions to long and difficult sentence structures

In the process of translation, we will inevitably encounter sentences with very long and complex language structure. This is especially obvious in the translation process. If the structure and word order of the sentences are not adjusted properly, the articles we translate are very likely to be incomplete. There will be problems such as mistranslation, missing translation, and unclear semantics. So how should we deal with such sentences from the perspective of teleology?

One of the most commonly used strategies for solving long and difficult sentences in the ET of Genglubo is the subtractive translation method. Due to cultural differences, there are natural differences between English and Chinese in terms of word meaning and form, so in some cases we have to be willing to make a smooth and faithful translation. According to the skopos principle from the perspective of translation skopos theory, we must achieve the communicative purpose between the author and the target language readers in the process of translation, so we should clarify the purpose of translation, and at the same time be bound by the principle of fidelity. The translation is random, and the important part of the original text cannot be omitted. In "Genglubo", it is mainly guided by the fidelity and purposiveness of the TST, and the reduction method is adopted for some long sentences in the article. By consulting the ET of Genglubo it is not difficult to find that in the process of translating from Chinese to English, most translators must subtract sentences, but in the

process of subtraction, translators are all faithful. A reduction made under the premise of the principle.

(2) Translation of Chinese characteristic sentences and words

As we all know, the extensive and profound Chinese marine culture and the civilization and culture of the South China Sea have brought many difficult problems to our translation. Due to the cultural gap, we cannot express all the content and meaning of the original text clearly and completely, so how should we do it? How should we translate into English under the guidance of Skopos Theory? This requires us to always adhere to the principle of "purpose and function first" in the process of semantic elaboration, adhering to the principle of fidelity and coherence, and to interpret some content semantically when necessary, using parentheses, transcription and Add a dash to explain.

In the process of Chinese-to-English translation, translation is a very common translation technique. In fact, translation is to transfer some of the contents of the original text that cannot be expressed in the target language through other forms, so as to transfer the content of the original text and the main idea of the expression. It is transmitted to the readers of the target language. In the process of translation, in order to grasp the purpose of translation without deviation and ensure the functional equivalence with the original text, it is inevitable to modify the sentence. The skopos principle in translation Skopos theory requires that the most basic purpose of translation is to achieve barrier-free communication between the source language author and the target language reader, and the translation can be more concise and easy to understand.

5. Conclusion

As the SCS issue continues to heat up, more and more attention has been drawn from all aspects of society as a guide to prove the sovereignty of the SCS. However, few scholars have studied the difficulties and strategies of Genglubo's ET, especially from the perspective of TST. By using the theoretical basis of TST, this paper explores the difficulties in the ET of Genglubo on the basis of previous researches, mainly including the low popularity of Genglubo and the lack of public understanding of Genglubo. Based on the theoretical basis of translation skopos theory, this paper proposes three strategies for the translation of Genglubo English translation: application scenario translation strategy, solution strategy for long and difficult sentence structure, and translation of Chinese characteristic sentences and words. In order to let the culture contained in Genglubo go out, we must strengthen the research on Genglubo. There are many deficiencies in the discussion of the difficulties and strategies of Genglubo's ET in this paper, but the difficulties and strategies of Genglubo's ET from the perspective of TST are still worth discussing and exploring.

Acknowledgements

Youth Project of National Social Science Foundation of China(2021): Study on the English translation of Genglubo and its research results, Grant No. : 21CWW002

References

- [1] Andrew, Maust. *Offers of Opportunity: Function-Added Bible Translation and Language Promotion*: [J]. *The Bible Translator*, 2019, 70(1):35-49.
- [2] Koch-Weser S, Zhao N, Lischko A, et al *Knowledge translation strategies designed for public health decision-making settings: A scoping review*[J]. *International Journal of Public Health*, 2020, 65(9):1571-1580.
- [3] Al-Jarf R. *Translation Students' Difficulties with English and Arabic Color-based Metaphorical Expressions*[J]. *Fachsprache*, 2019, 41(S1):101-118.
- [4] Shrawankar U, Kaur A. *Multi Language Text from an Image to ET*[J]. *International Journal of Technology*

Diffusion, 2018, 9(1):11-27.

[5] Pamungkas M E. *Translation Methods in Political Speeches: A Case Study Of Et Of President Joko Widodo's Inaugural Address*[J]. *Paradigma Jurnal Kajian Budaya*, 2020, 10(2):132.

[6] Akhobadze B. *Polysemy in machine translation exemplified in English and Georgian*[J]. *Bulletin of the Georgian National Academy of Sciences*, 2019, 13(1):143-146.

[7] Mumin M, Seddiqui M H, Iqbal M Z, et al. *Shu-torjoma: An EnglishBangla Statistical Machine Translation System*[J]. *Journal of computer sciences*, 2019, 15(7):1022-1039.

[8] Gari B. *The Role of Translation activities as a Teaching Strategy in English Language Teaching for Rural Students*[J]. *Smart Moves Journal Ijellh*, 2020, 8(11):88-95.

[9] Destaria M, Rini Y P. *Analysis of Translation Strategy in Transferring meaning of English Idiom into Bahasa Indonesia in the subtitle of Pitch Perfect 3 Movie*[J]. *English Education Jurnal Tadris Bahasa Inggris*, 2019, 12(1):34-48.

[10] Seo J M. *Translation strategies in advertising slogans and accommodation of transcreation as a translation strategy*[J]. *Asia Life Sciences*, 2019(3):1215-1224.