

Analysis on the Optimization of Translation Strategies for Publicity Publicity from the Perspective of Ecotranslatology -- Based on the Resolution of the Central Committee of the Communist Party of China on the Great Achievements and Historical Experience of the Party's Centennial Struggle

Zhixuan Zhang^a, Yixin Zhang, Shuang DU, Jiahui Wang

Civil Aviation University Of China, 300300 Tianjin, China

^a1357262451@qq.com

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Abstract: Eco-translatology originated in China, with a growing number of research scholars, and its role as a bridge is highlighted by the publicity and translation of Chinese voices. Publicity and translation is an important link of China's foreign communication, and it is also an important standard to measure a country's foreign communication and communication ability, shouldering the important task of foreign communication and shaping China's national image. Publicity and translation is an important link of China's foreign communication, and it is also an important standard to measure a country's foreign communication and communication ability, shouldering the important task of foreign communication and shaping China's national image. Eco-translatology emphasizes the theory of adaptation and selection in translation. In the process of translation, the translator adapts and selects the ecological environment of translation, including the adaptation and selection of linguistic dimension, cultural dimension and communicative dimension. In view of the differences between Chinese and foreign tourism cultures in tourism purposes, values, and aesthetic tastes, this paper will discuss how translators can overcome these obstacles in language, culture, communicative thinking, values, etc. in the process of translating publicity materials.

1. Introduction

During the more than 40 years of reform and opening-up, China's comprehensive national strength in politics, economy, culture and military affairs has been continuously enhanced, and China's right to speak in the international arena has also been continuously improved. Let China know the world, let the world know about China, tell Chinese stories well, and build up "four self-confidences". At present, the process of economic globalization and political pluralism is constantly advancing, and exchanges between countries are increasingly frequent. Language exchange as a carrier of culture occupies an important position [1]. However, due to differences in politics, economy and culture, many countries do not know the real China, and there are still many misunderstandings about China. In addition, western countries hold the advantage of communication, and many western media deliberately distort China's national image and demonize China [2].

Therefore, in order to enhance China's cultural soft power, show a real China to the world, let people all over the world know about Chinese culture, and establish China's national image, there is a long way to go in the translation of publicity. The translation of external publicity materials has become an important bridge for the world to understand China. Disseminating the voice from China through the translation of foreign publicity plays an indispensable role in showing China's good international image, spreading China's position and political proposition, enhancing China's soft power, enhancing mutual understanding and cooperation among countries, and maintaining world peace [3]. It is the bridge and link between Chinese and foreign cultures, and it is also the inherent requirement of promoting cultural globalization and diversity. Understanding the cultural differences between China and the West, guided by correct theories, and applying appropriate and targeted translation strategies to translate publicity texts are the problems that need to be solved

urgently for us to successfully introduce tourist attractions and spread Chinese culture [4]. Publicity translation “Apart from the standards of ‘faithfulness, expressiveness and elegance’ that all translation work should follow, publicity translation requires translators to be familiar with and apply ‘three closeness to publicity’. This paper interprets the report language from the lexical and syntactic levels through the interpretation of the core concept of eco-translatology, and puts forward corresponding translation strategies based on the linguistic dimension, cultural dimension and communicative dimension, providing reference for the translation of publicity materials [5].

2. Ecological Translatology

2.1 Translation of Publicity under the Guidance of Eco-Translatology

The purpose of China's external publicity is to let the world know about China, let foreign readers know about China's development and progress in politics, economy and culture, create a favorable international public opinion environment for China's modernization and social development, and strive for the right to speak on the international stage. Relevance theory points out that there are two decisive conditions for the success of communication, one is mutual understanding between the communicating parties, and the other is the best cognitive model-relevance [6].

According to this theory, after the speaker expresses his information, listeners should make contextual assumptions about their communicative intentions by combining their own cognitive information, such as logical information, lexical information and encyclopedic knowledge, and find the best connection between the speaker's discourse information and contextual assumptions, so as to infer the speaker's communicative intentions and achieve successful communication. Professor Hu Gengshen made a metaphor analogy between translation ecology and natural ecology, based on the basic principles of biological evolution, such as “natural selection” and “survival of the fittest”, and guided by the classical wisdom of “harmony between man and nature” and “moderation and harmony” in ancient Chinese philosophy. With the holding of the international ecological translation symposium and the practice of ecological translation theories in various universities, ecological translation has gradually matured. With the holding of the International Symposium on Eco-Translation and the practice of eco-translation theory in doctoral dissertations in colleges and universities, eco-translation has gradually matured. The embodiment of translator's subjectivity in the process of conversion adaptation is shown in Figure 1.

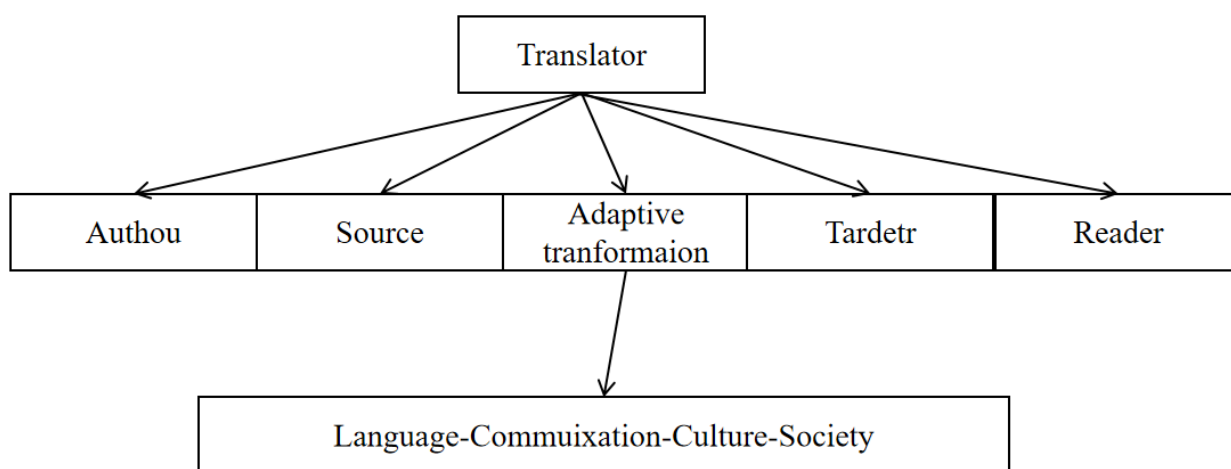


Fig.1 The Embodiment of Translator's Subjectivity in the Process of Conversion and Adaptation

2.2 Adaptation of Language Factors in Publicity Translation

People of different cultures have differences in thinking mode and cognitive mode, and this difference will be reflected in certain language expression differences when reflected in the

language level, such as great differences in vocabulary, rhetoric, language structure and grammar rules among different languages. Nida once mentioned in his book *Translation of Meaning* that “as far as Chinese and English are concerned, perhaps the most important difference in linguistics is the contrast between hypotaxis and parataxis”. By comparing English and Chinese, we can find that Chinese pays attention to parataxis, while English pays attention to hypotaxis [7]. In the process of publicity translation, the translator should be guided by finding the best relevance, based on the cognitive ability and expectation of the target audience, reasonably speculate on the cognitive environment of the target audience, and choose appropriate translation strategies so that he can fully understand the communicative intention of the original author without any unnecessary efforts.

The great achievements and historical experience in the past few years have both objective needs and subjective conditions. The success of translation depends on whether there is the best relevance between the target text and the original text, whether it meets the expectations of the target readers or listeners, and whether it achieves the purpose of communication. Adaptive transformation is carried out in different aspects and at different levels. As Nida said, “Every language has its own characteristics. To communicate effectively, we must respect the characteristics of each language [8].” Chinese and English belong to different language families and different writing systems, and there are great differences in language types, expression structures, grammar, vocabulary and other aspects. “Translation ecological environment” is the three core concepts of this theory. This theory requires that the translator's subjective initiative should be brought into full play, and the translator should adapt and choose constantly in the process of translation, so as to meet the whole translation ecological environment, that is, the harmonious unity between the translator and the readers of the original text, the target text and the target language, and the original text with high integration can be obtained by using three-dimensional translation methods such as language dimension, cultural dimension and communicative dimension. The two stages of adaptation and selection in the translation process are shown in Figure 2.

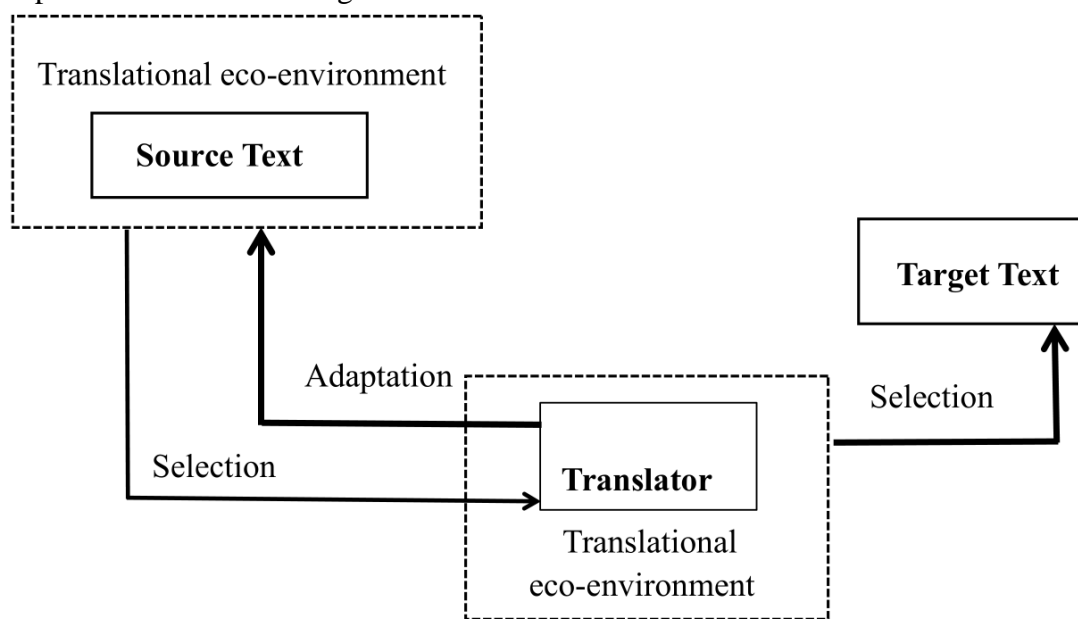


Fig.2 Two Stages of Adaptation and Selection in the Process of Translation

3. Comparative Analysis of Chinese and English Literary Works

3.1 Vocabulary with Chinese Characteristics

Vocabulary with Chinese characteristics is widely regarded as a special language phenomenon in Chinese culture. The vocabulary with Chinese characteristics describes “China's unique political and economic life content and cultural connotation at present”. The adaptive selection and transformation of cultural dimensions is an interpretation and exchange of bilingual cultural connotations in the process of translation. In order to avoid mistranslation of the original text from

the cultural perspective of the target language, the translator should pay attention to the whole cultural system suitable for the target language when translating the original text. The adaptation of this cultural dimension lies in paying attention to the differences in nature and content between the original culture and the target culture. Publicity translators should give full consideration to the cultural background of the target language readers to ensure that the translated text can be understood by the target language readers. From the perspective of eco-translatology, eversion translators should not only accurately convey the cultural connotation of the source language, but also fully consider the cultural and ecological environment of the target language, so that the translated text can accurately express its meaning, avoid misunderstanding and cultural conflict, and describe it naturally [9].

As the builder of cross-cultural communication bridge, the translator must first fully understand China's national conditions, be familiar with the formulated national policies and principles, and correctly understand the original text, otherwise it will cause translation errors.

Ex. 1: Expand all-round active opening. Adhere to the active and effective use of foreign capital, promote the expansion and opening up of the service industry, and create a business environment in which domestic and foreign-funded enterprises treat each other equally and compete fairly.

Translation: We will open China wider to the outside world in all areas. We will continue to utilize foreign investment actively and efficiently, open up more service sectors to foreign capital.

The grammatical structures and language norms of Chinese and English are different. In terms of sentence structure, Chinese emphasizes hypotaxis, while English emphasizes parataxis. In terms of word collocation, Chinese pursues elegance, while English is straightforward. There are many modifiers in Chinese propaganda materials, while English sentence patterns generally only state facts. In the process of publicity translation, translators should pay attention to removing some unnecessary modifiers to make the translation concise and clear.

Ex. 2: Great achievements have been made in the reform and opening up and socialist modernization.

Translation: Made aggressive achievements in reforming and opening up and in the socialist modernization drive.

3.2 Adaptive Selection Transformation of Communication Dimensions

Adaptive selection and transformation of communication dimensions requires translators not only to pay attention to the transformation of cultural connotation and language information, but also to choose the communicative level and whether the communicative intention in the original text has been translated [10]. In publicity translation, besides paying attention to the differences in language and cultural connotations between the two languages, and making appropriate choices and transformations, it is more important to make choices and adaptations at the communicative level, so as to ensure that the translated text adapts to the language ecological environment of the target language and achieves the communicative intention of the original text. Chinese often uses a large number of modifiers, and many small sentences are used to strengthen the mood.

However, most of these languages are synonymous and repetitive, and if translated literally, it will easily lead to vocabulary stack and verbosity, which will weaken the momentum of the original text. At the same time, it is bound to increase the efforts made by the target audience in understanding, making it difficult for them to understand the true intention of the original author, and even causing semantic misinterpretation and unnecessary troubles. In English literary works, all acts that conform to religious regulations and objective laws are usually regarded as legitimate. However, in Chinese literature, the status of religion is not special at all. For example, in *The Journey to the West*, which preaches "boundless Buddhism", although Buddhism has the strongest power, the Monkey King has repeatedly challenged the authority of Buddhism. Two close disciples of Buddha Tathagata once asked Tang Sheng for personnel, and the image of religion is not tall. In literary translation, when it comes to religious beliefs, translators should correctly understand people's feelings and attitudes towards religion, and strive to be serious and rigorous.

4. Conclusions

Ecotranslatology is a new research field developed by Chinese scholars. With the continuous improvement of China's international status and the increasing frequency of international exchanges, more and more foreigners are coming into contact with China, eager to learn about Chinese culture, and the status of publicity translation is becoming increasingly prominent. In order to accurately convey and express information, translators of publicity for foreign countries should always keep in mind that the target readers of publicity for foreign countries are foreigners, pay attention to the differences between the two texts in terms of language and culture, take the target culture as the guide, make multi-dimensional choices and adaptations in the translation process, and make the translation conform to the ecological environment of the target language. Only in this way can we effectively achieve the purpose of publicity for foreign countries and create a favorable international public opinion environment for China's modernization. Translators need to fully consider the differences between the two languages and cultures, as well as the differences in cognitive contexts between the original author and the foreign audience, and find the best relevance. Only in this way can the translated version make the target audience make accurate reasoning, obtain information equivalent to that of the original author, and achieve the purpose of communication.

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