

Ideology in C-E Translation

-A case study of President Xi Jinping's Speech

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Abstract—As a branch of pragmatic translation, C-E translation has become a hot topic in the translation field. It bears the important mission of delivering China's voice to people of all countries in the world. However, in the process of carrying out specific translation practice, the translator is manipulated by ideology all the time. It is like an invisible hand, controlling the whole process of translation. Therefore, the translators must have a certain understanding of the characteristics of C-E translation, take factor ideology into account in translation, and make reasonable adjustments to the translation. Starting from ideology, this paper discusses the characteristics of C-E translation and the embodiment of ideology in it. In this way, we can achieve the effect of publicizing Chinese culture and reshaping China's international image.

Keywords—C-E translation; Ideology; Embodiment; Study

I. INTRODUCTION

As a country with a profound history, China is accelerating its integration into the world. The C-E translation is a bridge between China and the world, and various economic and political developments in China are transmitted to the world through the translation. Therefore, to a certain extent, translators have a great responsibility and an important mission to introduce China's ideology to the outside world and to transmit the voice of China to the world. In the specific practice of foreign publicity translation, the translator should understand the characteristics of foreign publicity translation and reflect ideological factors such as his own values in the process of translation. Only in this way can the outside world know the most authentic China.

II. DEFINITION OF IDEOLOGY

The word "ideology" originates from Greek "idea" and "logos" and is a theory about ideas. The expression of the word in English is "ideology". "Ideology" is a popular belief in a country or a community, hidden in their political behavior or ideological style. "A person's whole set of or systematic social and cultural beliefs and values in a certain period of time also belong to ideology.[1]" Ideology affects all aspects of publicity translation, because this kind of translation is about the image of the country and is more of a deep cultural exchange than just a change at the linguistic level. Therefore, translators should fully grasp the connotation and characteristics of publicity translation and give full play to

their initiative with the guidance of ideology, thus better conveying China's voice.

III. INTRODUCTION TO C-E TRANSLATION

C-E translation refers to "cross - cultural communication activities with the purpose of making the world know about China. It uses Chinese as the source of information and English and other foreign languages as the carrier of information under the background of globalization. It is a special form of pragmatic translation and aims to introduce China to people all over the world through various media so that the world can listen to China's voice.

C-E translation has its "three getting-close" principle, namely, close to the reality of China's development, close to the needs of foreign audiences for Chinese information, and close to the thinking habits of foreign audiences" [3].The proposal of the "the "three getting-close" principle marks a new step in the study of translation. However, when carrying out specific translation practice, the translator should first grasp the characteristics of foreign publicity translation, then pay attention to non-linguistic factors such as ideology, social culture, etc., analyze the materials from the perspective of different audiences' thinking patterns, carefully study the original text according to different audiences' psychological needs and cognitive habits, and translate it into the appropriate target language. The translation of international publicity materials has three characteristics, which are described below.

A. Strong Appeal

Many words in the translation of foreign propaganda have certain inspiration, especially in the leader's speech, which will inspire readers. Looking back on the achievements made in China's development in 2017, President Xi Jinping said:“**安不忘危, 兴不忘忧**。(From the 2018 Government Work Report) ”Youth is the hope of the country and the future of the nation. Premier Li Keqiang also quoted this sentence in the 19th National Congress Report to warn young people to maintain a healthy and optimistic attitude, brave to be the vanguard and the trendsetter of the times. This sentence is rich in cultural implication and is philosophical. Here, President Xi Jinping would like to inspire us by saying that although our country has made great achievements, it is still in the primary stage of socialism and we still need to make constant efforts to solve some difficult problems. The right translation is:“As the

Chinese saying goes, when all is calm, forget not danger ;when all is well be awake to woes”.

For another example, in the article " China and Senegal are United", Xi said:“路遥知马力,日久见人心。”Today, China is committed to developing friendly relations with other countries. President Xi wants to explain through this sentence that although the Chinese and Senegalese people have established deep friendship through long-term mutual exchanges and common development, we should redouble our efforts to develop the relations between the two countries to a higher level. The translation of this sentence is: “A Chinese has it that, “Just as distance tests a horse’s strength, time will reveal a person’s sincerity.”

From the above examples, we can see that many words in international publicity translation have inspiration and call on us to work hard in the new era to push our various development undertakings to a new height, thus creating a better image of a big country.

B. Distinctive Features of the Times

The translation of foreign propaganda has a specific background. The translation of foreign propaganda in a certain period often reflects the political, economic and cultural development in that period. These translations often have distinctive features of the times. In the 1950s, China was still at the beginning of the primary stage of socialism. At this stage, China's foreign policy was " the five principles of peaceful coexistence". By the 1970s, China's foreign propaganda translation focused on “reform and opening up”.

In the 1990s, when Hong Kong and Macao returned to China, the translation of Chinese foreign propaganda focused on this aspect, such as " maintaining the long-term prosperity and stability of Hong Kong and Macao". Nowadays, our country not only pays attention to the political and economic development, but also pays more attention to the building of ecological civilization. The translation of foreign propaganda is mostly in this area. For example:“生态文明建设功在当代、利在千秋。”The translated version is :“ What we are doing today to build an ecological civilization will benefit generations to come”.

From the above examples, it can be seen that the translation of foreign propaganda has distinctive features of the times and is closely related to the political, economic and diplomatic development in a certain period of time.

C. Rigorous Expression

Many of the expressions in the translation of foreign propaganda are more rigorous, because the translation of foreign propaganda is related to the image of the country. If the translator does not pay attention to the accuracy and standardization of words, it may bring some misunderstandings to foreign audiences, which is not conducive to the further promotion of China's image.

Example:.....打赢蓝天保卫战[4].

Translation:... make our skins blue again.

This sentence is from President Xi Jinping's speech in the Nineteenth National Congress Report, which states that we should make greater efforts to build ecological civilization. Translators should not only have rich knowledge of cultural background , but also have a certain understanding of the situation of China's current economy and ecological civilization. Some people speculated at random and translated it as :“fight a battle against the blue sky”. This kind of expression will make foreign readers think that our country is a country that advocates military force, but in fact it is not. Since ancient times, China has always been a country pursuing civilization and peace." battle" means “a fight between armies, especially during a war”. If we translate this phrase as " fight a battle against the blue sky", it will damage the image of the country to a certain extent and is not conducive to the establishment of friendly relations between China and the outside world. Therefore, considering all factors, we translated it into " make our skies blue again", ensuring the accuracy and rigour of the words.

As can be seen from the above examples, the translation of publicity materials has a rigorous expression and the translator should have abundant knowledge of cultural background so as to do translation accurately.

IV. MANIFESTATION OF IDEOLOGY IN C-E TRANSLATION

In the process of translation, there are often unexpected conflicts between the translation and the original intention, which are rooted in the inevitable influence of the translator's own ideology in the reconstruction of the translated text, consciously or unconsciously integrating his own values, moral beliefs and other factors into the translated text [5]. Ideology plays a very important role in the translation of publicity materials, controlling the whole process of translation. In turn, the translation of publicity materials reflects a country's ideology in a certain period. Therefore, we should try our best to analyze and understand the original text carefully and make flexible changes to the translated text based on our social ideology. In this way, the C-E translation can achieve the purpose of disseminating Chinese culture, and we can preserve national dignity and cultivate the image of our country more effectively. The following is an introduction to ideology in the translation of publicity materials.

A. Ideology at the Political Level

In the translation of publicity materials, translators should maintain a strong sense of political responsibility when encountering political texts concerning national guidelines and policies. Because the translation of political texts is related to the status and image of the country, if the translator does not pay attention to it, he will do something detrimental to the national interests. To this end, translators of foreign propaganda should have a certain political awareness.

Example:我们坚决反对一切形式的台独行为[3].

Translation: We are against all Taiwan session attempts.

This sentence deals with sensitive political issues and involves China's territorial sovereignty. Some people translate “台独” in this sentence into "Taiwan in dependence", which is not in line with public perception. Because Taiwan has not

been separated from mainland China, and the Chinese government advocates that "both sides of the Taiwan Strait are one family". Taiwan compatriots have been closely related to compatriots in the mainland and they have been maintaining close and friendly relations. The Chinese government always pays close attention to the development of Taiwan and defends the rights and interests of the people in this region. In Collins English - Chinese Dictionary, "independence" refers to "gains freedom and is not ruled by another country", which means the independence of a country from the colonial rule of another country. It is obviously inappropriate to use it here. The trend of "Taiwan independence" is the result of collusion and connivance between the United States, Japan and other anti-China forces.

Therefore, when dealing with issues concerning national interests, foreign propaganda translators should have an awareness at the political level as well as a patriotic heart, and maintain a firm political position, thus safeguarding national dignity and image.

B. Ideology at the Moral Level

In the translation of foreign publicity, we should fully consider the extent of foreign readers' acceptance of information and respect the thinking mode, ideology and cultural background of western countries. When confronted with some uncertain expressions, translators should actively consult relevant materials for verification and respect the moral ideology of the target countries.

Example: 中国政府反对借口打击恐怖主义对一个主权国家的领土进行干涉 [1]。

Translation: The Chinese government is against the encroachment upon the territory of a sovereign state on the excuse of striking terrorism.

This statement was made by the Chinese government after the terrorist attacks that happened in the United States on September 11th. The words "借口" in the sentence is translated as "on the excuse of", which better meets the needs of foreign readers. Some people translated it as "on the pretext of", which does not conform to the ideology of the target country. In the process of translation, we should actively collect relevant materials to verify unfamiliar historical and cultural background. By searching for the Internet, we found that the United States did take some remedial measures after the terrorist activity to make up for the heinous crimes committed before. It has launched many anti-terrorist activities to resist terrorism in order to demonstrate its humanitarian sentiments. The word "pretext" is interpreted in the Oxford Dictionary as "a false reason that you give for doing something, usually something bad in order to hide the real reason". The phrase "on the pretext of" implies that the United States did not wage a war against terrorism after the event on September 11th, 2001. To a certain extent, this is against the wishes of the United States and is not conducive to friendly exchanges between China and the United States.

Therefore, when translating, we should have a certain moral consciousness and respect the moral ideology of the target countries as much as possible, so as to respect the needs

of the target audience and achieve better communication between the Chinese and American peoples.

C. Ideology at the Cultural Level

The purpose of foreign publicity translation is to introduce China to the outside world and make the outside world better understand China. Therefore, when translating, the translator should have ideology at the cultural level, taking into account the differences in thinking as well as culture between China and foreign countries. When encountering some expressions with Chinese characteristics, the translator should supplement the lack of information brought about by the source language and appropriately add the necessary text explanations so that the target language readers can have a clearer understanding of Chinese culture and achieve a good publicity effect.

Example: 坚定不移“打虎”、“拍蝇”、“猎狐” [6]。

Translation: We have taken firm actions to "take out tigers", "swat flies", and "hunt down foxes".

This sentence is from a speech delivered by President Xi at the Second Session of the Communist Party of China. It shows that in the new historical period, we not only pay attention to the building of cultural and ecological civilization, but also vigorously strengthen the building of a clean government. The vivid words in this sentence have Chinese characteristics. When translating, translators should consider the needs of foreign audiences and pay attention to the differences in thinking and culture between China and foreign countries if they want to make foreign audiences understand Chinese culture to the maximum extent and show them the image of China. However, the translator who translated this sentence did not realize this point, and directly translated these words with Chinese characteristics according to their literal meaning, which would make foreign readers confused because they lacked knowledge of relevant historical and cultural background.

However, most people in China have knowledge of relevant history and culture, and they know that "tiger" refers to "corrupt official in the highest position", "fly" refers to "low-ranking public official" and "fox" refers to "escapers carrying illicit money going abroad". When translating these words into English, we should express them in clear and easy-to-understand languages so that foreign readers can truly understand that China is vigorously implementing anti-corruption policies and stepping up anti-corruption efforts to ensure political clarity. If a specific explanation is attached to each word during translation, the effect will be better. This sentence should be translated into "We have taken firm actions to 'take out tigers (corrupted senior government officials)', 'swat flies (corrupted junior civil servants)', and 'hunt down foxes (escapers carrying illicit money going abroad)'".

Therefore, when foreign propaganda translators carry out some specific translation practice, they should have ideology at the cultural level and properly explain some words with Chinese characteristics that make foreign audiences confused, so as to improve their audiences' cognition. Only in this way can foreign countries truly understand Chinese culture and

make China show its image better to the nations across the world.

D. Ideology at the Aesthetic Level

" Ideology at the aesthetic level refers to the manipulation of the discourse structure through literary aesthetic norms.[7] " Therefore, translators should fully understand the differences between English and Chinese. Chinese pays attention to rhetoric, repetition of words and deep meaning of sentences. However, English focuses on stating objective facts and is focused on the form. Language in it is simple and plain, and form is emphasized. If the translator expresses all the contents according to the Chinese meaning when translating , it will not only be inconsistent with the aesthetic ideology of the target language readers, but also make the audience confused about whatever the author really wants to express.

Example:以时不我待、只争朝夕的精神,奋力走好新时代的长征路。(from the 19th report)

Translation:...lose no time in progressing along the long march of the new era.

Chinese language and culture are unique. In order to render some atmosphere and express an emotion, many words with similar meanings are often used to achieve the effect. In this sentence, “时不我待、只争朝夕” fully reflects the characteristics of repetition in Chinese. This kind of sentence can strengthen the expression of an emotion, effectively reflecting the confidence and determination of the Communist Party of China to make great efforts in the new era. However, the translator simply expressed them with one phrase " lose no time" in English. This kind of expression conforms to the characteristics of simplicity and the emphasis on information delivery. It also conforms to the aesthetic consciousness of the target language readers and makes them understand what the author wants to express.

Therefore, when translating publicity materials, the translator should have ideology at the aesthetic level and respect the aesthetic needs of the target language readers. Only in this way can the translation of foreign propaganda achieve a good publicity effect, so that China can keep up with the trend of the world and better integrate into the world.

V. CONCLUSION

As a unique style, the translation of foreign propaganda undertakes the important mission of transmitting the voice of China to the world. On the basis of understanding the characteristics of the translation of foreign propaganda, translators should consider various ideological factors such as culture and mode of thinking to fully grasp the original text. Ideology determines the purpose of translation. Translators should, to a certain extent, conform to the ideology of the target country and at the same time reflect their own ideology. The translator should keep in mind the concept of loyalty to the party and the country when he meets the translation of foreign propaganda involving China's national interests, and translated texts should give priority to the national interests. Today, in the context of globalization and economic integration, China's translators working in publicity should

maintain a highly alert mind, realize that cultures all over the world have their own unique features, respect the values and ways of thinking of other countries, and also have their own values in the process of translation. Only in this way can readers at home and abroad understand China's policies and people around the world really understand China, so that China can better go to the world.

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