

Problems Existing in English Translation of Public Signs of Scenic Spots in Jilin Province and Countermeasures

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ABSTRACT

With the continuous deepening of reform and opening up and the increasing frequency of foreign exchanges, tourism in Jilin Province has developed rapidly. However, there are many problems in the translation of the public signs of scenic spots in Jilin Province, which has damaged the external image of Jilin Province to a certain extent. This article briefly describes the meaning and of public signs, and finds out the main problems of English translation of the public signs of scenic spots in Jilin Province through investigation, and puts forward some views and opinions on the standardization of English translation of the public signs of scenic spots in Jilin Province.

Keywords: Jilin Province, scenic spots, public signs, English translation, problems, countermeasures

1. INTRODUCTION

Due to its long history and unique natural environment, Jilin Province is rich in humanities and natural tourist landscapes. In order to facilitate Chinese and foreign tourists, many scenic spots have signs with English translation. This will undoubtedly have a huge influence on improving the image of scenic spots and attracting overseas tourists. However, there are still many problems in the translation of tourism products and public signs in major cities and scenic spots in Jilin Province, which has damaged the external image of Jilin Province to a certain extent.

2. THE MEANING AND MAIN FUNCTIONS OF PUBLIC SIGNS

The word “公示语” can correspond to public signs in English. It refers to publicly displayed or posted signs or exhibition boards, and facilities that contain words, symbols, or pictures that convey instructions, information, names, warnings, directions, or other information. Public signs, as part of our daily life, not only provide the necessary information, but also meet other needs of the public. Public signs are an important window to show the city, and an important way to build a city's image. The public signs have a specific communicative purpose, and their few words and concise icons can attract the attention of the audience [5]. According to different standards, public signs can be classified in different ways. According to its form of expression, public signs can be divided into text public signs and graphic public signs; according to their application functions, public signs can be divided into indicative public signs, prompt public signs, restrictive public signs and mandatory public signs; according to the industry, public signs can be divided into advertising signs,

traffic signs, tourism signs, environmental signs, hygiene signs, education signs, fire signs, forestry signs, etc. Public signs have a unique language style. Qualified public signs should be concise, conventional, normative, consistent, conspicuous, and convenient.

3. PROBLEMS IN ENGLISH TRANSLATION OF PUBLIC SIGNS OF SCENIC SPOTS IN JILIN PROVINCE

3.1. Spelling Mistakes and Mixed Chinese & English

Chinese-style English is the most common type of error in the translation of public signs in scenic spots, and there is universality. Spelling errors are mainly reflected in the misspelling of words in public signs [2]. For example, in a restaurant in the high-tech zone of Changchun City, the menu cover brought by the waiter is awesomely written "Welcome", but it should actually be "Welcome". In another example, "暂停服务" of a telecommunications business office window in Jilin City is translated as "Business Zan Ting". This is a very obvious example of the mixed use of Chinese and English. It can be appropriately translated as "No Service". As another example, there is a sign "入口" translated as "way in" (should be: "Entrance") at the entrance of Songhua Lake Scenic Area, and "出口" is translated as "way out" (should be: "Exit"). "不准拍照" is translated as "Don't take picture" (should be: "No photographs"); the corresponding translation of "娱乐天地" in a square in Changchun is "Amusement Heaven and Earth" and it is suggested to be translated as: "Recreation Paradise". There is also a typical "Chinese English" which translates “步行街” into "walking street", which should be translated as "pedestrian

street". The first article in the instructions for visitors to Longtan Mountain Park in Jilin City is “本公园是公益性开放式公园，是为广大市民和游客提供游览、休闲、健身的公共场所。所有入园人员务必遵守公园的各项管理规定，服从公园工作人员管理” translated as "This Paik is a public open park that is a public place to provide sightseeing, leisure, fitness for the general public area. All the staff must comply with the regulations of the park, and also obey to the staff of park management." Among them, the park "paik" should be "park", the article "che" should be "the", and “服从” is mistranslated as "abbey". Although mistakes such as spelling errors, mixed Chinese and English, and Chinese English will not cause serious misunderstandings and ambiguities for tourists, they will leave a bad impression of tourists and will cause psychological disgust and affect publicity.

3.2. Grammatical Errors, Improper Singular and Plural Nouns, Part-of-speech Misuse, Article Omissions, and Incorrect Verb Forms

In a scenic spot in Changchun City, there is a sign saying “保护环境，从我做起!” Its English translation is: Protect circumstances start with me! The English translation of this public sign is the lack of the necessary subject, and infinitive “to” should be added before “protect.” In addition, the term “circumstances” is improperly used. Circumstances refers to situations that people cannot control, and the original word “环境” refers to natural conditions, so the correct translation should be: To protect the environment, begin with me. As another example, there is an entertainment facility in a scenic area, and the front seats are only allowed for women and children. This public sign is translated into Front Row Sit Lady and Children Only. This sentence has obvious traces of Chinese English and cannot convey the original intention of the original text. The correct translation should be: The Front Seats for Women and Children Only. At a scenic spot in Changyung Century City, “小心地滑” is translated as "Be Careful of the Slipper Floor" (should be: "Be Careful of the Slippery Floor"); and “请走侧门” is translated as "please use side" door" (should be "please use the side door"). Another example is that there is a public sign "Don't climbing" in the Changbai Mountain Scenic Area. The original intention of the manager was “请勿攀登”，but the mistake was due to careless translation. It should be "Don't climb." These errors can be avoided as long as the translators are serious and take a little care.

3.3. Improper Use of Words and Unsatisfactory Words

Misuse of words can sometimes cause confusion for foreign tourists and even cause their misunderstanding. For example, the translation of “滨江绿地” in Jilin City is:

"Riverside Green", where the word "green" is inappropriate, it is recommended to use "greenbelt", and the original translation lacks the definite article, so it is recommended to translate to: "The Riverside Greenbelt ". In another example, in the description of the maps of scenic spots published by Changbai Mountain Tourism District, “便利店” was translated as "Super Market". The word "supermarket" itself is a complete word. It is extremely inappropriate to disassemble it. In summary, the public sign is merged into a sentence when it is translated, and the affiliation is adjusted, that is, "The use of film and photography with the flesh and the tripod are prohibited in the exhibition hall." There are few words for signs, and it is easy for words to fail to convey meaning. Therefore, the purpose of translation should be considered when translating, that is, the meaning that you want to express, so as to avoid unsatisfactory words or unclear references [4].

4. MEASURES FOR IMPROVING ENGLISH TRANSLATION OF PUBLIC SIGNS OF SCENIC SPOTS IN JILIN PROVINCE

4.1. Mobilizing the Power of the Whole Society

First of all, there should be more people understanding the importance of normative tourism translation. In addition, it is possible to mobilize the power of the whole society to pay attention to the translation of public signs in Jilin Province through the establishment of training institutions, certificated induction systems, incentives and supervision mechanisms. In addition to basic language skills, training institutions should pay attention to the training of translation skills, practical ability, and application level in addition to basic language skills. They should combine situational teaching, simulation training, and mastering skills to train professional tourism translators. The system of holding posts with certificates can reduce the occurrence of translation errors from the source. All translators must be trained by training institutions and obtain relevant qualifications before they can hold posts with certificates. Establishing a perfect incentive mechanism can attract excellent talents to engage in tourism translation by formulating uniform remuneration standards commensurate with their responsibilities.

4.2. The Government's more Attention to the Standardization of Translation of Public signs

Firstly, the English translation of place names must adopt Chinese pinyin as a unified standard. Secondly, we must pay attention to the translation method of the translation on the basis of the faithful original meaning; a good translation method can make the translated name

accurately reflect the cultural meaning contained in the name of the attraction, and allow tourists to have an understanding of the artistic conception conveyed by the attraction, and unlimited imagination. Finally, the government should do a good job in academic exchanges and hold regular or irregular seminars to promote the prosperity of tourism translation.

4.3. Strengthening the Translation Management of Public Signs

The management personnel should be regularly trained in the translation of public signs. In addition, the supervision of the translation of public signs must be strengthened. For example, English translation of tourist products such as guidebooks and attraction introductions should be strictly reviewed and proofread, and common sense errors in translation should be avoided as much as possible. English experts should be invited to supervise and confirm this.

4.4. Improving the Professional Level of Translators

The improvement of the translation quality of public signs in scenic spots in Jilin Province depends on the improvement of the translator's quality. The translator's own level can be improved from three aspects: language, culture and skills. The level of cultural literacy determines the translator's translation ethics and translation level. To become an excellent translator, one must observe carefully, accumulate for a long time, cultivate and improve his own cultural literacy. In addition to the translator's high language and cultural literacy, he also needs to master flexible translation skills, such as the proper use of literal translation, free translation, transliteration and other translation methods, and pay attention to the equivalence of habits, styles, functions, etc. In the translation of public signs, it is necessary to explore a lot of skills through practice [3].

5. CONCLUSION

Investigating and researching the current situation of the English translation of the public announcements of scenic spots in Jilin Province, and exploring their normative countermeasures can not only add color to the English publicity of major tourist attractions in Jilin Province, but also make the publicity business cards of several major cities in Jilin Province in line with international standards. Continuously promoting and optimizing the translation of the public signs in scenic spots in Jilin Province will help promote the development of tourism in Jilin Province to a higher level.

Fund support

2020-2021 National College Students Science and Technology Innovation and Entrepreneurship Training Project "Study on the Problems and Countermeasures of English Translation of Signs in Public Places in Changchun and Jilin City", Project Number: 202011439024

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