

Research on Translation of Shaanxi's International Publicity Materials from the Perspective of Audience Reception

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ABSTRACT

Based on the example of the English translation of Shaanxi's publicity materials, this paper discusses the reception habit of the audience in the context of "the Belt and Road Initiative", and establishes the audience's identity to achieve the best effect of publicity. At the same time, the government also needs to strengthen the supervision of publicity translation.

Keywords: audience reception, international publicity, translation

I. INTRODUCTION

With the continuous improvement of China's international status, foreign economic and cultural exchanges are increasingly frequent, and the importance of foreign publicity is increasingly obvious. The initiative of "the belt and road" has not only promoted close exchanges and cooperation between China and other countries in the political, economic and cultural fields, but also promoted translation to a more significant position. Meanwhile, it has brought rare opportunities for the development of Shaanxi. Government documents, economic and trade negotiation materials, enterprise websites, tourism introductions, etc. all need to be translated. All regions and cities have also strengthened their efforts in publicity, but unfortunately, the effect is not ideal. Therefore, it is necessary to enhance the translation quality of the current publicity materials and strive for the "reception" of the audience.

II. THE SITUATION OF TRANSLATION OF FOREIGN PUBLICITY MATERIALS OF SHAANXI

Shaanxi, with a long history and splendid culture, is one of the important birthplaces of the Chinese nation. Since the development of the western region, Shaanxi's economy has developed rapidly and its comprehensive strength has greatly improved. It welcomes domestic and foreign guests to travel and invest. In recent years, it has held many international large-scale activities and increased publicity overseas. In 2011, "World

Horticultural Exposition" was held in Xi'an, which was the first time that it favored a Chinese inland city. Xi'an has made a series of foreign publicity films with Chinese and English subtitles, such as "prosperous Chang'an", and produced many bilingual publicity materials and albums. The book Shaanxi, China is a comprehensive introduction to all aspects of Shaanxi in English. Among them, the large-scale album "Charming Hanzhong" is a masterpiece reflecting the awareness of publicity. In February 2014, the TV foreign publicity film of Shaanxi showed a beautiful and vibrant Shaanxi in three dimensions from the aspects of natural features, historical sites, human resources, etc. With vivid pictures, wonderful music, concise explanations and English subtitles, Shaanxi is unveiled all over the world. "Western China International Procurement Fair" has been held in Xi'an for several consecutive sessions. In recent years, Silk Road International Expo has been held in Xi'an, the starting point of the ancient Silk Road, once again attracting the attention of the world. With the help of these platforms, the government and enterprises publicize their own characteristics, resources and products to achieve the expected business results. However, the quality of translation is the bottleneck of Shaanxi's international publicity and cultural exchange.

According to the materials the author has collected, there are many problems in the translation of publicity materials of Shaanxi, for example, the spelling and grammar problems in the publicity materials. The expression of Chinese thinking can't be understood by the target readers, and it does not conform to the target readers' acceptance habits. Professor Zhang Jian pointed out that publicity translation is not a simple language transformation, but a cross-cultural communication behavior. [2] These major events held

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by Shaanxi Province have become an important opportunity for Xi'an, the host city, to improve its popularity and unveil Xi'an to the world. However, Huang Youyi once pointed out: "publicity translation is a kind of facade work, in which errors and defects will be magnified. It is no exaggeration to say that publicity translation is a concrete embodiment of the level of foreign exchange a country and the construction of cultural environment." [2] If these problems are not solved, it will inevitably affect the effect of international publicity, the cooperation and exchange of regions, cities, governments, enterprises, investment projects, and even the international image of China. The translation of Shaanxi's foreign publicity materials is the face of Shaanxi. The existing problems will not only affect the image of Shaanxi, but also have a great impact on Shaanxi's cooperation and investment and trade with other countries, which can't be neglected, or it will become a very terrible obstacle.

III. EXISTING PROBLEMS IN ENGLISH TRANSLATION OF PUBLICITY MATERIALS

The author collects the problems of Shaanxi foreign publicity translation, analyzes the causes of the problems from the perspective of the audience, and puts forward countermeasures; discusses the reception habits of foreign audiences in the practice of regional foreign publicity, establishes the audience identity, and improves the effect of foreign publicity.

A. Spelling and grammatical errors

Due to the poor English level or carelessness of translators, or the carelessness of the text editing work, and the carelessness of the manuscript review process, etc., there are a lot of spelling, punctuation, and grammar errors, which are the hard wounds of translation. Examples of mistakes are as follows (underlined by the author).

Example 1: subject to the overall arrangement of the Invitation and Receptln office

"Receptln" is misspelled. It should be "reception", which resulted from careless text editing and manuscript review. This error occurs many times, which affects the reading for the target readers and leaves them a bad impression.

Example 2 : "The daytime average temperature in Xi'an May is 26°C."

The sentence should be changed to "In May, the daytime average temperature in Xi'an is 26°C."

Example 3 : Xi'an Tang West Market, the starting point of the Silk Road in Sui and Tang dynasties, is the only international business and culture industry project at domestic with prosperous Tang culture and Silk Road

as the theme reconstructed on the original site of Tang Chang'an West Market."

Firstly, at domestic is a grammatical mistake, which should be changed to "at home". Secondly, the long and complex sentences with Chinese way of thinking not only affect the readability of the translation, but also affect the communication and cooperation.

B. Unauthentic translation and poor acceptability

It is a key step to understand the original language accurately and convey it properly in translation. However, in the translation of Shaanxi foreign publicity materials, the author also found many problems at the lexical level, such as mechanical correspondence, using words that do not conform to the expression habits of the translation, Chinglish, collocation errors, etc. For example, some words are translated mechanically, which seems to be literally equivalent, but it will make the target language readers confused, difficult to understand and even produce other associative meanings.

Example 3: original sentence: Shengwei shengzhengfu zhuyao lingdao jizhong huijian huodong

Translation version: Concentrated Meeting Activities of Main Leaders in Provincial Party Committee and Provincial Government

The expression "concentrate on" means to focus on, so it is not appropriate to use the expression here. Such mechanical translation makes the sentence incomprehensible and even seems ridiculous.

Example 3 "Main Activities Schedule for Overseas Guests"

Obviously, it is word to word translation. Seemingly it is equivalent, but it cause obstacles for the understanding of target language readers. It should be changed to "Schedule for Overseas Guests".

C. Cumbersome expression

If the original Chinese text is a long sentence, in the publicity translation, considering the acceptability of the target reader and the communicative purpose in the target language environment, the sentence should be segmented to make the structure clear, which is not difficult for the target readers. The lengthy sentences and expressions in the translation make it difficult for the readers to understand, and less likely to be "willing to accept".

Example 4 original sentence: juban sichou zhilu jingjidai jianshe zhuanti luntan zhiyi-sichou zhilu jingjidai shijie wenhua yichan baohu lianmeng zhuanti luntan.

Translation version: "Holding the special topic forum of Silk Road Economic Belt construction—the

world cultural heritage conservation alliance special topic forum of the Silk Road Economic Belt”

As a title, the translation is too long. “Special topic forum” is a word-to-word translation, which should be changed to “forum”. In addition, the word order does not match the English expression. The translation can be changed to “forum on world cultural heritage preservation alliance of the Silk Road Economic Belt — one of the forums on construction of Silk Road Economic Belt”.

A lot of translation of foreign publicity materials ignores the cultural differences between China and the west, the thinking habits and expressions of the audience, and the translation is too rigid in the original form, resulting in poor acceptability of the readers, so it can't produce the expected publicity effect. There is a part about the introduction of Shaanxi cuisine, one of which is the introduction of “Bing noodle”. The purpose of publicity is to make the audience interested in the culture of Shaanxi cuisine. As a result, the translation is completely in accordance with Chinese translation, which is lengthy and complex, and lists a large number of complicated information one by one, with little deletion and text structure adjustment. This kind of translation not only makes the readers fear it, but also lose the patience of reading and the desire and interest of tasting. In English introductory writing, the expression tends to use concise and refined language. In the translation of publicity materials, the translator should strive for readers' understanding and acceptance in the way that the audience is willing to accept. Otherwise, the effect of publicity translation will be greatly reduced and the purpose will be difficult to achieve.

IV. TRANSLATION STRATEGIES OF REGIONAL PUBLICITY MATERIALS FROM THE PERSPECTIVE OF AUDIENCE

A. Establishing the “identity” of the audience in translating regional publicity materials

In the process of translating regional publicity materials, translators should pay attention to readers' understanding and acceptance. The audiences of foreign publicity are ordinary people from all countries, and they are different in lifestyle, customs and so on. Therefore, the translators of foreign publicity must understand the audiences of the translation. In order to ensure the full transmission of the original meaning, necessary pre-processing should be carried out from the perspective of translation effect. The translation of publicity materials can also refer to English parallel texts, be close to the expression of European and American countries, and select the words used by readers, so as to achieve the maximum effect of publicity. Translators can't “assume that foreign

audiences will understand, appreciate and accept Chinese culture and expressions just like we are” [1]. Therefore, efforts should be made to establish the “identity” of the audience in the translation process.

B. Strengthening the supervision of the government and other relevant departments

To ensure the quality of foreign publicity translation, the relevant departments should attach great importance to the work of foreign publicity translation. First of all, it is not allowed to find a translator who knows a little English. It is necessary to choose a translator who has a good command of English language and culture, and understands foreign publicity translation. Secondly, strengthen the quality supervision of publicity and translation by government departments, including the work of proofreading.

V. CONCLUSION

In the practice of foreign publicity translation, only by fully understanding and grasping the characteristics and purposes of foreign publicity translation, being familiar with the differences between Chinese and English languages and cultures, as well as the different psychological thinking modes of readers of the different countries, and translating according to the thinking habits and language habits of foreign audiences, the effect of foreign publicity can really be achieved.

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