



Research on English translation of Nanjing Red Culture from the perspective of Eco-Translatology —Take the Yuhuatai Memorial Hall in Nanjing as an Example

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Abstract. In the era of globalization, China actively promotes the "Belt and Road" initiative and the strategy of "Cultural Exporting." Red culture, an indispensable part of China's excellent traditional culture, possesses profound historical significance and rich connotations. Its external promotion and translation facilitate a deeper understanding of Chinese culture among foreign audiences. This paper analyzes the current situations and challenges of red culture translation. Drawing on the theoretical framework of ecological translation, it selects Nanjing Yuhuatai Martyrs Memorial Hall as a case study and proposes effective translation strategies for publicity from the dimensions of language, culture, and communication, aiming to achieve a dynamic balance within the translation ecosystem. It aims to better disseminate Nanjing's red culture and showcase the city's image.

Keywords: Eco-Translatology; red culture; Yuhuatai

1 Introduction

The emergence of Chinese culture on the world stage is an inevitable result of today's globalization, and it is also a crucial strategy for China to promote great cultural development. It aims to build a community with a shared future for mankind and promote cultural exchanges between China and foreign countries, showing China's history, civilization and development to the world. Since the 18th National Congress of the Communist Party of China, the CPC Central Committee has attached great importance to the spiritual guiding and value guiding role of red culture. More and more scholars have begun to pay attention to and study the translation of red culture. Some have studied the English translation of red tourist attractions, and some have studied the external translation strategies of red culture. Nanjing in Jiangsu province has rich red cultural resources, and the revolutionary spirit of Nanjing runs through the whole new democratic revolution and the historical process of building socialism. In the new era, the protection and utilization of Nanjing red cultural resources is a major theoretical and

practical problem that needs to be paid attention to in the work of the Party and the state.

2 Literature Review

With the internationalization of red tourism, the publicity and translation of red culture has attracted the attention of many scholars. Since December 6, 2001, Professor Hu Gengshen put forward the theory of "translation adaptation and choice" for the first time. On this basis, the study of ecological translation began to develop rapidly. Domestic scholars also conducted multiple researches on the translation of red culture from the perspective of ecological translation. First, back in 2011, Liu Yanshi discussed the English translation of red cultural tourism materials from the perspective of ecological translation science, he explained the definition of red tourism and ecological translation, using the translation method of three-dimension conversion to carry out the English translation research^[1]; thenceforth, Huang Landie discussed the English translation of the red tourist attraction public signs in Guilin. It is pointed out that the "three-dimensional" transformation theory of ecological translation science can effectively promote the development of red tourism in Guilin^[2]; Wu Donglin explored into the translation ecological environment characteristics of the current red cultural tourism self-media, he pointed out some problems such as errors of three dimension conversion in the English tourism translations and proposed the improvement measures^[3]; Zheng Jinping probed into the principles to grasp in the English translation of red tourist attractions from the perspective of ecological translation, finding out the various specific problems existing in the process of English translation to put forward the solution strategy^[4]; Xia Ruirui indicated the significance of the red tourism publicity text, bringing up the policy supports of "Prior Prevention", "Reader Feedback" and "Subsequent Punishment". She thought the translator is required to skillfully apply the adaptive strategy of three dimension transformation^[5]; Hu Xing took the Official Account's tour guide presentations of Shanwei Red Palace as the research object, carrying out the publicity strategy research from the dimension of language, culture and communication respectively.^[6]

To sum up, domestic scholars have made some achievements in the research of red culture from the perspective of ecological translation. They have probed the problems, strategies and methods of red culture translation from different perspectives, and presented some valuable views and suggestions. These studies not only provide theoretical support for the international dissemination of red culture, but also promote the application and progress of ecological translation science to a certain extent. However, the current research results also have some deficiencies. First of all, the research of domestic scholars mainly focuses on the English translation and publicity strategies, and the breadth and depth need to be further expanded. Some scholars confused the study of red tourism texts with public signs of scenic spots, making the research object is not clear. Suggestive or restrictive language in public signs is a common feature of all scenic spots, not a unique feature of red culture, so it should not belong to the research object in this field. Domestic scholars need more in-depth discussion on the specific

problems and challenges in the process of translation. Secondly, the empirical evidence of translation needs to be strengthened. Many current domestic studies are based on theoretical discussion, which lack the analysis and verification of actual translation cases. Future studies can combine more specific translation practices to carry out empirical research on the translation strategies of red culture. Due to the particularity of red culture research, foreign scholars have made relatively few studies on red culture from the perspective of ecological translation. Through the analysis of the available literature, it can be seen that the application of ecological translation to research Nanjing red culture has a great space for development.

3 Specific Analysis based on Ecological Translation

Eco-translation is a theory founded by Professor Hu Gengshen of Tsinghua University and evolved on the basis of translation adaptation and selection theory. Under the theme concept of "translation is adaptation and selection", this theory clearly embodies the concept of "translator-centered" in the definition of translation —— Translation is "the selective activity of translators to adjust the ecological environment of translation". "Translation ecological environment" is the world presented by the original text, source language and translated language, that is, it is the whole interaction of language, communication, culture, society, and authors, readers, principals and so on.^[7] Ecological translation science emphasizes that translation activities should be coordinated with the ecological environment to realize the transformation of adaptive selection in language, culture, and communication dimensions. In view of the particularity of red culture itself, translators are required to seek the correct translation strategies from these three dimensions in order to better adapt to the reading habits of target readers and realize the purpose of Nanjing red culture publicity.

3.1 Language Dimension

Influenced by living environment, historical development and other factors, Chinese and English have great differences in writing system, grammar structure, phonetic rhythm and so on. Chinese is a parataxis language, paying more attention to the coherence of meaning, while English is a hypotaxis language, laying more emphasis on the integrity of form and logical connection. The Chinese sentence structure is relatively loose and can be understood through context and meaning, while the English sentence structure is more rigorous and the grammar tense is complex, which requires a series of conjunctions and prepositions to express the logical relationship between sentences. The adaptive selection of language dimension requires the translator to understand the expression habits of Chinese and English languages. On the basis of loyalty to the original Chinese text, the reading habits of English readers should also be taken into account, so as to accurately convey the basic language information of Nanjing red culture the publicity text. Through the field research, The Nanjing Yuhuatai Martyrs Memorial Hall also has problems in the language dimension, For example, there are many spelling mistakes in the translation of the guide map of the North Gate: First-aid Telephe, Young

Piomeer Square, Plun Corridor, Happiress Garden. Regardless of whether the translation is authentic, All of the above phrases have obvious misspelling of the words. It should be modified to Telephe-Telephone; Piomeer-Pioneer; Plun-Plum; Happiress-Happiness. For another example, On the scenic spot function map, "National key cultural relic protection unit, the national demonstration base for patriotism education, provincial scenic spot and national AAAA level scenic spot "is translated into" It has become a key place both for the protection of cultural relics and an education base of patriotism at the provincial level asa sceinc spot at the provincial" level and national AAAA tourist attraition. " Among them, "asa" was originally meant to indicate the national AAAA level, but it is not used properly here. "sceinc", "attraition" should be modified to "scenic" and "attraction". The translation of another sentence is "Therefore, it became one of the best places south of the lowerdaches of the Yangtze River to climb and command an excellent view.", where "lowerdaches" is wrong and should be modified to "lower reaches".

3.2 Cultural Dimension

As a unique culture of the Chinese nation, the red culture should not only convey its literal meaning, but also express the red cultural information behind the texts. The transformation of cultural dimension requires translators to fully understand the background and historical characteristics of Nanjing red culture, pay attention to the differences between source language culture and translated language culture, and be adept in discovering and analyzing subtle differences and characteristics. For instance, the "Yuhua-tai" are translated into "Rain Flower Terrace", in which "terrace" refers to the open platform outside the house or restaurant, or the balcony. They are all not suitable for the context of the Yuhuatai, and it is difficult to translate the red cultural connotation behind the Yuhuatai. How to translate "Tai" is worth our translator's attention. For another example, The "Yuhua Stone Museum" has seen a variety of translations in the scenic spots, including "Rain Flower Stone Museum", "Yuhua Pebbles Museum", "The Museum of Yuhua Pebbles". It is worth studying that whether the word "Yuhua" should take transliteration or free translation; The "stone" has two translations: "stone", "pebble", In English, "pebble" generally refers to the small raw stone washed away by water. Although similar in shape to the Yuhua stone, the pebble has a meaning of dirty. Therefore, the translation of "stone" should be adopted. For another example, the "Loyalty Soul Pavilion" also has several translations: "Zhonghun Pavilion", "Loyal Souls 'Pavilion", "The Loyal Souls' Kiosk". "Kiosk" in English refers to the pavilion run by the vendors who sell newspapers, drinks and candy in the streets, which is obviously not appropriate here.

3.3 Communication Dimension

The adaptation, selection and transformation of communicative dimensions in English translation refers to that "the translator should notice the adaptive transformation of bilingual communicative intention in the translation process". After taking into account the linguistic forms and cultural connotations of the source language and the translated

language, appropriate translation skills should be used to convey the actual communicative intention of the source language in the translated language. In other words, after the precise interpretation of the linguistic and cultural connotations, the source pragmatic words can be appropriately converted to ensure that the communicative intention is reflected in the ecological environment of the translation language^[8]. The purpose of Nanjing red culture publicity translation is to realize communication and interaction, so that foreign tourists can fully understand the history and culture of Nanjing. The adaptive selection conversion of communicative dimension requires the translator to focus on the communicative intention in the red text and reflect it in the translation. For example, there are two kinds of translations of "Jiangnan Second Spring": "Second Spring of Jiangnan" and "The Second Spring South of the Yangtze". Many foreign tourists do not know what Jiangnan represents in China, but most foreigners know the Yangtze River. Considering cultural communication and interaction, translators can directly adopt the second translation method.

In the process of publicity and translation, the three dimensions are different, but they are closely linked and complementary. Under the guidance of three dimensions, translators need to improve the accuracy of translation, grasp the core and essence of Nanjing red culture and accelerate cultural communication and interaction, finally achieving the purpose of Nanjing red culture publicity.

4 Conclusion

As an emerging translation theory, ecological translation emphasizes the interaction between translation activities and ecological environment, which provides new perspectives and methods for the study of the red culture in Nanjing. As a famous historical and cultural city in China, Nanjing has rich red cultural resources, among which the Yuhuatai Martyrs Memorial Hall is the most representative patriotic education base, bearing the historical memory of the Communist Party of China and the Chinese people's heroic struggle for national independence and liberation. In the context of globalization, It is the focus of translators that how to effectively spread the red culture of Nanjing through external publicity and translation activities to help more foreign tourists understand the essence of red culture. This article summarizes the current status of Chinese scholar's research on red culture from the perspective of ecological translation in recent years. It analyzes the main views of various scholars and then states briefly the gaps and shortcomings in this field. Scholars need to clarify the research object, further expand the breadth and depth of the research, and combine more specific translation practices to carry out empirical research on the translation strategy of red culture. Taking Nanjing Yuhuatai Martyrs Memorial Hall as the research object, this article proposes reasonable translation strategies for Nanjing red culture publicity from the three aspects of language, culture and communication dimension, realizing the adaptive transformation. Eventually it can facilitate the dissemination of Nanjing red culture and create the image of Nanjing red tourism city.

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