

On C-E Translation and Promotion Strategies of Xi'an Leisure Culture

Industry in OBOR

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Abstract: Based on the promotion of One Belt and One Road Project (OBOR), aging and leisure culture in Xi'an are overviewed, and the features of the elderly leisure life are analyzed in this paper. In western culture's demand for Xi'an leisure culture, the paper explores C-E Translation strategies of Xi'an leisure culture from a multi-dimensional perspective and indicates that the value of the elderly should be developed and multi-functional leisure places should be constructed through government intervention, aiming at promoting Xi'an leisure culture to the world and helping the local economy.

Introduction

As the ancient capital of 13 dynasties, Xi'an boasts splendid cultural resources and profound cultural background. Leisure culture, a major part of culture in Xi'an, embodies various activities. Holiday leisure serves as a vital way to promote holiday economy, and cultural plaza acts as both an important venue for leisure activities and a symbol of city civilization. As present, Xi'an is in aging period, so seniors play as the chief group of leisure cultural activity. In view of aging population, One Belt and One Road Project (OBOR) is a golden opportunity for Xi'an (the starting point of Silk Road) to spread and promote its leisure culture. Deficient C-E translation findings of leisure culture industry, insufficient references and lack of professional translators and authoritative translation standard decide that solution to blocks of leisure culture promotion asks for proper translation methods and effective promotion strategies.

The Current Situation of Leisure Culture Life in Xi'an in OBOR

Seniors account for high proportion in densely-populated Xi'an. With the rapid development of social economy and medical condition, average life span in Xi'an has increased by about 30 years compared with 45 years in early years after the foundation of People's Republic of China. Therefore, seniors hold an essential part in the growth of leisure culture. Leisure activity, an elementary activity, reflects seniors' spirit and city civilization. Positive attitude towards leisure activity and diversified manner of activity are beneficial both physically and mentally.

The older seniors become, the more leisure time they will have. Except for time spent with children or on housework, senior enjoy plenty of leisure time. Most of them are eager to alternate work with rest, and make full use of leisure time to participate in recreation activities for body built and tastes cultivation to improve life quality and well-being.

Seniors' ever-increasing demand on body built contributes to enhanced awareness of leisure cultural activity and diversified activity forms. Some activities are good for mind, some do good to health, some for taste cultivation, some for public welfare, and others are made for communication.

A majority of seniors prefer calligraphy, chess and card, mahjong, and they also like singing and dancing, going for a walk, jogging, sword dancing, reading newspaper, etc. Among these activities, entertainment, sports and reading occupy most of their leisure time.

Most of seniors do leisure activities to pass time as the aging industry is still at early stage with low professionalization and unsound mechanism of the aging security. It's suggested by a survey that seniors' aimless leisure activities can't help to realize their social value.

In recent years, according to the development situation inside and outside the province and Scientific Development Outlook, Xi'an Municipal Party Committee and Municipal Government set up a development target to turn Xi'an into a international metropolis and set culture industry as one of the five dominate industries with profound historic culture. Xi'an, the birthplace of Chinese nation and civilization, boasts profound culture with specific local cultural resources. What's more, a considerable number of culture books and figures here have brought about countless cultural relics.

Under the call of OBOR, it's a longstanding goal for Xi'an to introduce its culture to the world. Social progress has advanced economic growth and technological development, increased people's income, and enriched their leisure time, which will push the city into "leisure-centered" time. Seniors, a treasure of knowledge and intelligence, have enough time and enjoy various activities, which lead them to be a dominant group to promote leisure culture and local economy.

C-E translation Strategies of Xi'an Leisure Culture Industry

Based on the individuation and diversification of Xi'an leisure culture as well as the peculiarity of OBOR, translators should take an overall consideration from multiple dimensions to propose relevant translation strategies.

Cultural dimension demands that translators pay attention to culture delivery of the source text to the target text. This dimension focuses on differences in cultural reference between source text culture and target text culture to avoid the misunderstanding of source text culture that is caused from the perspective of target text culture. Under the background of OBOR, translators should respect source text culture and make full use of its biggest advantage—— starting point of Silk Road to show the culture in original text as much as possible.

Linguistic dimension asks translators to keep a watchful eye on the conversion of linguistic form that shows in art, linguistic feature, stylistic feature and other factors to make the translation become target text reader-centered and achieve its acceptability.

Communicative dimension requires translators to notice the communicative purpose of both source language and target language in translation. Translation is an inter-cultural communicative activity. Translation and promotion of Xi'an leisure culture aim to introduce its characteristics to Westerners. At the very moment of OBOR, to commercialize Xi'an leisure culture determines that translators should put emphasis on communication for the delivery of language information and culture reference.

Leisure culture industry refers to cultural industry related to casual living, leisure activity, leisure needs, especially, industrial system that consists of cultural tourism, folk culture, physical education and entertainment and so on. Therefore, leisure culture is involved in industrial clusters like ecological park, sports, entertainment, museum, catering and the like. Colorful human landscape resources are distributed in the famous historic and cultural city. In view of diversity and individuation, and given experience of cultural translation study, proper translation methods are put forward in this paper to satisfy the needs of culture, language and communication under the guidance of domestication and foreignization.

Literal translation retains both the content and form of original text. From the perspective of culture, the English translation of leisure culture is to introduce leisure culture in Xi'an to western readers. So, literal translation should be employed under the guidance of foreignization to retain cultural characteristics of original text and carry forward culture to meet the international demands for culture in China. For instance: “黄河” is translated into “the Yellow River”, “兵马俑” is translated into “terracotta warriors and horses”, “剪纸” into “paper-cuts”, and “皮影” into “shadow play.”

Free translation is not a word-by-word translation, but a translation by change of part of speech, voice change, sentence reconstruction and so on. It is used when there are huge cultural differences between source and target language. From the perspective of communication and with the help of domestication, free translation is preferred in some cases to keep the reading smoother and easier to be accepted for communication. As for some cultural terms related to history and legend, free translation is the best choice for culture express. For example: 如:“兵谏亭” is translated into “Justice Pavilion” at first, and finally into “Catching-Chiang Pavilion”. Translations in different stages account for history background at that time.

Names of person and place belong to proper names which usually adopt “transliteration + literal translation”. From the perspective of communication, transliteration can offer direct voice message to retain local linguistic style and understand local proper nouns to popularize modern terms and avoid rigid translation as well as mistranslation. In some cases, “transliteration + literal translation” is used, such as 半坡博物馆——Banpo Museum, 兴庆宫公园——Xingqing Palace Park, 蓝田人——Lantian Man, 秦岭野生动物园——Qinling Zoological Park, 华清池——Huaqing Pool. Generally speaking, in China, C-E translation of place name is spelt according to Common Spoken Language spelling. Additionally, transliteration + free translation, annotation are preferred in some cases. Both selection and adaptation in translation should be paid close attention to. According to the particular purposes of cultural terms, for the purpose of cultural communication, proper translation methods can meet the needs of language, culture and communication to produce a translation with high readability.

Cultivation of professional translators is made based on the knowledge of leisure culture translation and the demand for industrialization of leisure culture. Lack of professional translators asks to improve the education of professional skills.

At first, teaching quality must be improved everyone knows that teachers need to step into both academic community and translation to be superb enough. Meanwhile, it's of great importance for them to take a temporary post in translation company or teaching institution or head students to make practice.

Secondly, school education holds an essential place. Training program leads the direction of curriculum construction and guides translation practice effectively. Cultivation of professional translation talents depends on the establishment of cultivation conception, and on the basis of the conception, step by step training of skills, stimulated practice and real practice should be done in sequence.

Eventually, tools-aided translation can be applied to improve translation efficiency and quality. In the age of translation professionalism, cultural business is growing in exponential order. Translation target has turned from literary classics into applied document, and working manner of interpretation has changed from individual work to team work. The usage of computer and internet make collaborative translation come true. The previous team of translation composed of specialists and scholars have been replaced by professional scholars. Professional translation company works as the main force and students major in translation act as powerful reserve. Therefore, in the face of

huge change in the age of translation professionalism, it's a good way to compile authoritative translation reference and specialized parallel corpus to improve translation efficiency and quality.

Measures to Strengthen Xi'an Leisure Culture Industry

Culture and economy influence each other and are closed connected. The development trend of future society has generated attention to culture in life, especially in leisure life. The construction of metropolis asks the full use of advantages of resources to boost local economy. According to population aging, exploitation of seniors' merits and enhancement of infrastructure construction, together with government support offer help to industrialize leisure culture to make an increase in local economy.

Empty-nest elderly has caused a wide concern in society. Besides material insurance, elderly need spirit consolation, so that school for seniors has become a venue for them to gain knowledge, do physical exercise and make devotion to society. Most importantly, it's a place to generate and share happiness.

School for seniors takes on various forms with a variety of courses. In Xi'an, Xi'an school for seniors is the most representative one composed of more than 200 classes in 5 departments. In the school, institute for calligraphy and painting, institute for art, photography association, literature salon and the like are designed to cultivate high-level talents for art. Besides happiness, a great many seniors have achieved a lot such as holding an exhibition, publishing album of painting and poetry. Moreover, seniors have got numerous awards in performance in calligraphy and painting, photography, dancing, and so on. Some of them even join the professional societies such as Xi'an Calligraphy Association, Xi'an Photography Association and the like.

To give an all-dimensional introduction to leisure culture in Xi'an, school for seniors is a bridge to fully explore the value of seniors. Language communication, singing and dancing party, calligraphy and painting exhibition and other activities help to show the glamour of leisure culture in the ancient capital to the world.

Cultural industries always produce powerful economic and social effects and its development is an important means to improve the overall national strength. Profound cultural deposits and regional cultural resources decide that culture is penetrated into all aspects in leisure activities. Connotation development is given priority in the development of leisure culture in Xi'an. Therefore, multi-functional leisure facility for relaxation should be constructed in multi-dimension under the control of government.

As creative works from performance troupes are flourishing gradually, musical performance, singing, opera arias singing, cross talk, comic short sketch and other forms emerge. The establishment of Qingqu She, Wang Mudu Opera Troupe, and The Voice of Qin is a sign of recovery of ancient art in modern time. Certainly, the construction of leisure venue can draw lessons from the built of local opera troupes in Xi'an to carry out activities of tea culture, and push its growth.

The arrival of leisure era makes square a gathering space of leisure and recreation. Leisure sports culture, a main part of leisure culture, enjoys multiple forms of activities in square such as folk art performance, aerobic dancing, swordsmanship, and all kinds of exhibition about calligraphy and photography. Leisure sports have broadened the cultural function of square, and improve life of citizens, especially seniors. The disadvantage of square culture lies in that it lacks its exclusive features. To improve tastes, the following measures should be taken into consideration: (a). developing sports culture in community square; (b). promoting ideas of leisure sports and making use of seniors' value; (c). making full use of community, combining local traditional culture with

modern leisure activities to get more proper leisure activities and enforce cultural elements.

Government can provide specific measures to demonstrate culture by market-oriented enterprise, association and professional institution through investment, joint operation and cooperation with enterprise. Leisure culture has been gradually deeply bound up with tourism, sports, catering, entertainment, and other fields. Information technology is a good platform to combine radio broadcasting, TV, films and newspapers with each other to lead public opinion, and attract more social organizations. By this means, Xi'an can be made into a well-known historic and cultural city to boost a sustainable growth of leisure culture industry.

Conclusion

Leisure culture stands for cohesion of a city. With the growing popularity of recreational notion and increasing diversity of leisure forms, leisure activity offers a profound cultural spirit for the city. Cultural industry, a pillar industry in this city, with great economic and social effects, is a crucial source of sustainable development. In a word, under the background of aging, citizen participation, public opinion and government intervention work as effective means to reinforce the introduction of Xi'an leisure culture. Therefore, OBOR project is a golden chance for this city to get vitality to economic growth of this city.

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