

English Translation of the Network Hot Word "Antediluvian power" from the Perspective of Translation Skopos Theory

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Abstract. Exchanges between different ethnic groups and countries have become more frequent, with the advent of the network multimedia era, and the way of communication between people has become increasingly networked, and popular online words have emerged. The translation of online hot words has also become a topic of discussion among translators. In this paper, the author attempts to examine the English translation of the online hot words "Antediluvian power" from the perspective of Skopos theoretic translation theory, to explain the three principles of translation teleology in the process of translation of online hot words, seeking the resonance of the target language readers, considering cultural differences and successful cross-cultural communication.

Keywords: Antediluvian power; Skopos Theory; Hot words; Force.

1. The Origin of Antediluvian Power

The most popular Chinese athlete in the Rio 2016 Olympic Games are the "swim stream", "Fu Ye", "Honghuang girl", Fu Yuanhui. Her sentence with the Chinese characteristics "I have used the Antediluvian power!" quickly became popular. The online hot words "the Antediluvian power" have also become common words used by netizens. For example, some netizens said: "I am not a bad temper. I can't control the Antediluvian power." But few people know what exactly the "Antediluvian power" is.

"Thousand-character classic" says: "The heavens and the earth are yellow; the universe is flooded." The wilderness refers to the state of chaos and obscurity, referring to ancient times. Legend has it that when the heavens began to open, the orogeny caused floods and almost destroyed the whole world. Therefore, the "Antediluvian power" describes the powerful force that can destroy the world when it was first opened. The official microblog of the State Seismological Bureau explained from the scientific point of view: "The wilderness refers to the early state after the formation of the earth. Everything is in chaos. At that time, the crust was very thin, the earthquake was frequent, and the temperature was extremely high. The orogeny caused many floods. After several rounds of orogeny, the earth's atmospheric circulation gradually established and the earth's crust became stable. It can be seen that the Antediluvian power is indeed very powerful..."

In 2015, the large-scale magical fairy-tale idol drama "the Journey of Flower", which was adapted from Fresh Guoguo's original novel "The Flower of the Chivalrous Romance", repeatedly mentioned the Antediluvian power. The protagonist Hua Qiang broke through the seal because of love and hate, releasing the "Antediluvian power" in the body, turning into a demon god, and possessing endless power. Later, the "prehistorical power" spread rapidly in the network.

2. Several English Translation Methods of "Antediluvian Power"

2.1 An Overview of Vermeer's Skopos Theory in Translation

Vermeer's translation teleology is the core theory of functionalism. He believes that the most important factor in determining the translation process is the purpose of the overall translation behavior. Translation has a clear purpose and intention, and is a cross-cultural human communication activity based on the original text. In Vermeer's teleological framework, each translation points to a certain audience. The audience, also called the recipient of the translation, is one of the most important factors in determining the purpose of translation. They have their own cultural background knowledge, expectation of translation and communication needs. According to the translation purpose theory,

translation should follow the following three rules: the law of purpose, the law of coherence and the law of faithfulness. First, the law of purpose is the first rule of translation teleology. The core content is: in the entire translation process, the choice of translation methods and translation strategies should be determined by the purpose of the translation behavior. Second is the law of coherence. It means that the translation must conform to the standard of intralingual consistency. The so-called intralingual coherence means that the translation must be understood by the reader and has meaning in the target language culture and the communicative environment in which the translation is used. Finally, the law of faithfulness means that there should be inter-language coherence between the original and the translation. Interlanguage coherence is similar to what is commonly said to be faithful to the original text, and the degree and form of faithfulness is determined by the purpose of the translation and the translator's understanding of the original text.

2.2 Several English Translation Methods of " Antediluvian Power "

The online hot word "the Antediluvian power " quickly became popular in the international competition of the Rio Olympic Games, and it also attracted the attention of many international media. However, compared with the profound Chinese expression, it is obviously difficult for foreign media to find suitable sentences to translate the Antediluvian power. The English translation of this hot word is varied and expressed in different ways throughout the major English media. The author believes that for the translation of "the Antediluvian power ", it is necessary to highlight the "primitive" of time and the "strong" of power. The author analyzes the various translations one by one from the perspective of translation teleology.

In the report, China's CCTV English News Channel simply treated the "hong huang zhi li" into prehistorical power. The British Broadcasting Corporation (BBC) translated it as "prehistoric powers", meaning "prehistoric forces." These two translations are more concise, but only explain the early time, and the "strength" is insufficient. Replacing the " prehistoric " with "honghuang" is just a literal translation, which is not difficult for Chinese readers to understand. However, it is very confusing for foreign readers. Translation Skopos theory believes that each kind of translation points to a certain audience. The audience and the recipient of the translation, is an important factor in determining the purpose of translation. They have their own cultural background knowledge, expectation of translation and communication needs. Foreign readers who see the translation of prehistorical power generally do not produce the associations that the Chinese have produced after hearing " the Antediluvian power ". Instead, they are full of doubts: How can a modern person have "prehistoric power"? The meaning of " the Antediluvian power " is "the power of nature to make the earth out of chaos", a bit like "the power of Pangu to open up the earth." The translation of prehistorical power lacks the kind of association that can be "evoked the inner strength of our hearts".

In addition, the US "Wall Street Journal" translated "the Antediluvian power " into "primordial power" in its report. "primordial" means "primitive" and "native". Therefore, "primordial power" allows readers to understand "original power", which is similar to "prehistorical power" (translated by China's CCTV) and "prehistoric powers" (translated by English news channel, BBC), and the shortcomings are similar. Although it reflects "primitive", it lacks "power." The translation of the British "Guardian" also seems to be incapable. In its news reports, it translated "the "Antediluvian power"" into "mystic energy", meaning "mysterious energy", which is obviously too vague, let the reader imagine, but can not grasp the key of the original intention.

The purpose of the translation teleology is that the choice of translation methods and translation strategies should be determined by the translation objectives. The author believes that it is advisable to use the method of free translation and the translation in the context of the time for the translation of "the Antediluvian power ". So let's review the context when Fu Yuanhui said "the Antediluvian power."

Reporter: "You have been swimming for 58 seconds 95. Are you satisfied with this result?" Fu: "(Take a sigh of relief) I thought it was 59 seconds... (and take another breath) I am so fast?! I am very satisfied" Reporter: "Do you have any reservations about this state today?" Fu: "(shake her head) is not reserved, I have already... I have... used the Antediluvian power!"

Obviously, Fu Yuanhui wants to express the meaning that "I have done my best and have no reservations." Therefore, the translation of "the power of the wilderness" can be translated as follows:

- a. I have done my best. I have tried my best.
- b. I spared no efforts. I have not retained any strength.
- c. I have used all my strength. I have used up all my strength.
- d. I have brought my potential into full play. I have played all the potential.

From the purpose of the translation of the purpose of the law the above four translations, can enable the reader to quickly understand the surface meaning of " the Antediluvian power " that Fu Yuanhui wants to express. However, the cultural information carried by the " the Antediluvian power " was not transmitted. The principle of coherence in translation teleology states that translations must be understood by the reader and have meaning in the culture of the target language and the communicative environment in which the translation is used. The law of loyalty further states that there should be inter-language coherence between the original and the translation. That is, the translation should be faithful to the original text. The degree and form of faithfulness is determined by the purpose of the translation and the translator's understanding of the original text. Therefore, for the English translation of " the Antediluvian power ", according to different audiences, different translation methods are adopted, and strive to be faithful to the original text, and make the translation meaningful in the target language culture. The following translations are worth discussing.

The US "variety" weekly magazine translated " the Antediluvian power " into "the force". The translation not only expresses the original and grand feeling, but also has a sense of humor, which fits Fu Yuanhui's "comic" and "meng". In the Star Wars culture of the United States, the word "force" means "the Force", a supernatural and omnipresent force in the universe fictionalized by the "Star Wars" series of films. This is closer to the kind of earth-opening power expressed in the " the Antediluvian power " in Chinese. In the American Star Wars movie series, there is such a classic line: May the force be with you, which has become the most commonly used greeting in American life to cheer for someone. So when you mention "the Force," they can produce associations about a great and magical power. Then, "I have used the Antediluvian power," the English translation of this sentence can be translated as: The force was with me (just the original force is helping me).

Translation Skopos theory believes that each type of translation is directed at a certain audience. Therefore, the translation should be appropriate to the cultural background knowledge and communication needs of the country in which the audience is the recipient of the translation. The word " the Antediluvian power " translated as "the Force" can be accepted by readers of the British and American countries. Then, in Japanese culture, the meaning of the word "Chakra" is particularly similar to the power described in "the Antediluvian power", which is the perfect combination of "spiritual energy" and "physical energy". One kind of energy is a necessary force for the ninja to apply "Ninjutsu". The word is derived from ancient India and refers to "the energy center distributed in various parts of the human body". Chinese is also translated as "chakra" or "discipline". In ancient Japan, samurai and ninjas were required to conduct secret education. So, "I have used the power of the wild." It can also be translated as: My Chakra has been used up (I have used up my Chakola).

In Western culture, the word "Antediluvian" is recorded in the Bible. The Chinese interpretation is: before the Flood. In the past, God launched a great flood to punish the fall of mankind, and Antediluvian refers to the era before the flood, which is a very old and distant age in Western consciousness. Therefore, the use of the word "Antediluvian power" to translate "the power of the wild" is full of cultural heritage and is more easily understood by Westerners than the translation of "prehistorical power".

The English translation of " the Antediluvian power " has different translations for different audiences. Of course, there are many online hot words such as " the Antediluvian power ". Such as: "local tyrants", "aunt", "female man", "iron hat king" and so on. For example, the English translation of "local tyrants", translated by the translator "BeverlyH illbillies", is quite expressive. It borrows the name of an American scene drama to combine the Beverlyhills and the Hillbillies of the Hollywood rich. There are also translators translated as "richrednecks", because in the southern United States, the uncultured old land is often called "red neck" (redneck), plus rich (rich), it is more appropriate

with the "local tyrants" in Chinese culture. Another example is the English translation of "Iron Hat King". The literal meaning of the word is "the metaphor of the aristocratic hat is as hard as iron." "China Daily" adopted a literal translation of "iron-Cap princes" (the prince wearing an iron hat) for the translation of "Iron Hat King", so as not to let the international community accept it in the first second. The famous translator Lu Gusun believes that translation should be carried out from the historical background. The allusion of the word comes from one of the 12 princes of the Qing Dynasty. Now it is possible to turn its metaphorical meaning into "high official enjoying impunity for himself and for offspring". Senior officials who have immunity from future generations are more likely to be understood by foreign audiences.

In short, for the English translation of online hot words, no matter which translation is used, the author believes that translators should follow the three principles of translation teleology, so that the translation is faithful to the original text and accurately conveys the cultural information contained in the original text. It can make the target audience understand.

3. The Conclusion

Exchanges between different ethnic groups and countries have become more frequent with the advent of the network multimedia era, and the way of communication between people has become increasingly networked, and popular online words have emerged. Language carries cultural information, and online hot words have their distinctive national characteristics. Therefore, how to translate them accurately and accurately becomes a hot topic of discussion. Taking the English translation of "the Antediluvian power" as an example, the author examines the translation of online hot words from the perspective of translation theory of teleology. The author believes that the smooth dissemination of online hot words should be carried out from the perspective of teleology. The translation should strictly follow the three principles of translation teleology, seek the resonance of the target language readers, consider cultural differences, and successfully achieve cross-cultural communication.

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