

The Pragmatic Comparative Analysis of Translation of Propaganda Language From the perspective of Cross-culture

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Abstract. There are great differences between Chinese and English, different cultural backgrounds and values lead to the pragmatic failure of the translation of propaganda terms. Based on the analysis of the differences between Chinese language and English language in meaning, expression and discourse characteristics, this paper aims to analyze the pragmatic contrast of propaganda translation in cross-cultural perspective, to achieve the pragmatic equivalence of the translation of propaganda language, and improve the dissemination effect of the propaganda language.

Keywords: pragmatic contrast; propaganda language; cross-culture.

1. Introduction

Chinese and English are two very different languages. When we translate the propaganda language in these two different language backgrounds, we should concern many differences factors through pragmatic perspectives, including the great differences of language expressive forms between Chinese and English, social values and cognitive patterns between propagandist and recipient, in different language and culture backgrounds, some certain words and expressions definitely express different pragmatic meanings. “Only through the contrast of the two languages and cultures can we dare to translate without translating the literal meaning of the original text, but only the intention of translating the original text, and only through the comparison of the two languages and cultures will we be able to ensure that the original text and the translation are equivalent.” (Ho Nature, 1997) Therefore, Pragmatic study is very important in language translation, especially in propaganda language translation in cross-language and cross-cultural backgrounds. Pragmatics means “The learning of the meaning of inference language in Context” (Fasold, 1993:119), which studies how to understand and use language in some certain context. The pragmatic translation theory combining pragmatics and translation is a new professional and theoretical translation theory in the field of translation in the past decades. Pragmatic translation theory is an equivalent translation view, which is used to analysis and resolution pragmatic problems in translation and studies the equivalence of pragmatic language and social pragmatics respectively. Pragmatic language equivalence mainly reflects in the following aspects: grammar, the vocabulary, semantics and other linguistics at different cultural backgrounds, actually according to the theory, in practicing of translation, we shouldn't concerned about the original form, we just preserve the content of the original propaganda, with the closest and the most equivalent language to express the meaning of original propaganda, then achieved the ideal equivalent results. Social pragmatic equivalent translation refers to the equivalent translation of bilingual which services for cross-language and intercultural communication. The important key factor that should concern in the equivalence translation is the recipient, the same information is expressed in different languages, and the recipient is also different, but to produce the same propaganda effect, which also is the main principle of equivalent translation. With the help of the equivalent translation theory of pragmatics, this paper mainly analyzes the problems produced in the propaganda translation in cross-culture and cross-language, which can involved in not only the pragmatic meaning of the original content of propaganda language, but also the proper expression in the translation, then realize visual effect in the propaganda translation.

2. Propaganda Language Translation and Pragmatic Comparative Analysis

Propaganda languages include various commercial advertisements, notices, and slogans and so on. They have a wide range of publicity, warning, introduction and other pragmatic functions. The translation of propaganda languages usually use simplify, accurate and understandable language to express good and bright sides of products or even a city, then on the one hand, propagandist achieve the purpose of showing themselves, on the other hand, the recipient understand and accept the products, so the two sides reach a win-win situation. Therefore, in order to fulfill these two purposes in the across language and cultural barriers situation, it is necessary to study pragmatic comparative analyze between Chinese and English before propaganda language translation to find out their differences. Pragmatic comparative analyze can be mainly carried out from these two aspects: language forms and pragmatic meanings. The aim of pragmatic analysis in the translation of propaganda languages is to explore the function of them, and to dig the differences between these two kinds of language form and pragmatic meaning. Pragmatic comparative analysis can be divided into pragmatic language comparison and social pragmatic comparison.

3. Pragmatic Comparative Analyze about Translation of Propaganda Language under Cross-language and Cross-culture Perspectives

Pragmatic language comparison refers to the contrast of some language forms in two languages in linguistic perspective, which are some certain factors constructing the sentence including vocabulary, structure, text, syntax and other linguistic aspects. Therefore, if we want to fulfill the purpose of propaganda language in different social, language and culture background, we should pay attention to the pragmatic contrast analysis when we translate propaganda terms.

3.1 Language Meaning Asymmetry Principle between Chinese and English

Almost all translation in different languages involved in three meaning: cognitive meaning, communicative meaning and associative meaning. Cognitive meaning embodies linguistic meaning, referential meaning, implicit meaning of language and thematic meaning; and communicative meaning includes illocutionary meaning, performative meaning, inferential meaning and prognostic meaning.(Newmark, 1991:29) Therefore, translation words between English and Chinese to one one correspondence is not much, a language, a word in another language can be found in several different meanings, so when we translate a language into another one, we should concern about language asymmetry principle including the terms of meaning and form. Therefore, translation between different languages must be based on a specific context and choose the appropriate words to express the original meaning of the propaganda language.

3.2 Language Expression Asymmetry Principle between Chinese and English

Propaganda language translation should be concerned language expression asymmetry principle between Chinese and English. Because the different meaning and expressive form existed between Chinese and English, there are different customary expressions for the same propaganda according to the different purpose and pragmatic functions fulfilled by it, such as those propagandas expressing warning functions in public places, “禁止吸烟” and “禁止攀爬” couldn’t be translated into “Don’t Smoke”, and “Don’t Climb”. Because the propaganda notices expressing the warning function in English has its own fixed expression, that is: no + noun, so, they should be translated into “No smoking!” and “No Climbing!” The different expression of Chinese and English propaganda languages are also manifested that there are a lot of strong or redundant modifiers in both Chinese and English language. Chinese propaganda language tends to be more elegant, pay more attention to rhyme of the language; but English expression seems to be too straightforward, emphasis on objective rationality. Such as Chinese advertisement language often use “first-class” “Perfect” and “top” to describe some first-rate and top quality environment or products, but to English readers who grown up in different culture background, they will dislike these certain degree statements. As in the Chinese

propaganda language, some strong modifiers are commonly used, the aim of these modifiers in the propaganda terms is to strengthen the tone, from literal translation level, foreign readers may be easy to understand the meaning of the translation, but in their way of acceptance, such kind of propaganda translations seems very fuzzy, and logical confusion, then directly affect the effectiveness and function of propaganda language.

3.3 Language Textual Features Asymmetry Principle between Chinese and English

There are many differences in propaganda language textual features between Chinese and English, Chinese propaganda language style tends to exaggerate, with general and abstract stereotypes, also seems to use polished and rhetorical languages, antithesis, repetition and parallelism rhetoric means to reflect an exaggerated atmosphere; whereas English propaganda materials style tends to plain relatively, with specific words, heavy in the provision of information. Therefore, This is the typical factors of Chinese propaganda language expression differed from English in language textual features: the use of repetition, confrontation, four characters, beautiful words; so, if the Chinese propaganda terms is not processed, but translated into English directly, according to the English readers' way of thinking and expression habits, the meaning will be repetitive, the structure will be overstaffed, it can't bear to readable and understand.

4 Pragmatic Strategies for Translating Propaganda Terms

After analyzing about the pragmatic differences of Chinese propaganda terms and English translations through pragmatic contrast, these differences should be communicated by appropriate means and methods. A good translator shouldn't try to make the words symmetry, but rather a "bridge-builder" communicating ideas between propagandist and recipient. Han Suyin, a famous writer, once pointed out: "Translation should take into account the national conditions, hearts and values of other countries, and the issue of cultural differences should be considered in foreign translation, and attention should be paid to conveying the essence of the original meaning" (Fu Yi, 2001). In order to realize the pragmatic equivalence in translation, two main kinds of pragmatic strategies principles could be adopted, the first one is conveying the main information and intention of the original text, and another is taking care of the reader's cognition. Therefore, combined with the above results of comparative analysis of pragmatic differences between Chinese and English propaganda materials, the following pragmatic strategies can be used in the process of English translation of propaganda materials.

First, Pragmatic Force of Propaganda Terms. The pragmatic force of words is the meaning of words in practical application. It includes implied meaning implicated and literal meanings explicated. Because the literal meaning isn't the true intention of the original terms, translation should be based on the context, distinguished the implied intention of words, and then try to translate its implicit intention. If "黄金地段" is translated into "golden area", the meaning translation words conveyed is "黄金地区", in fact, "黄金" in this context means "center", "good" and "ideal", grasping its pragmatic meaning, it should be translated into "central/ideal location".

Second, Explanatory translation to fill cultural defaults, domestication to communicate cultural differences. Because there is cultural defaults between propagandist and recipient, translations should be interpreted and explained by adding words to make the translation more understandable. For example, when translating "五讲四美", you need to explain what the "Five Stresses" and "Four Beauties" refer to respectively. When Translating "解放前", you should be noted that refers to "before 1949". The domestication translation method means the translator replaces the original target culture with the target culture when translating, and the domestication translation method can avoid complex explanation of the cultural heterogeneity, so that the translation is easy to accept by readers.

In a word, we should resist some principles, pay attention to take care of the recipient's psychology felling, emotional factors, and polite language of the translation.

5 Summary

To sum up, in the process of English translation of propaganda terms, translators should consciously make pragmatic comparisons and discover pragmatic differences. In order to realize the equivalent translation, we should pay attention to the strategy, delete the original text, reorganize, rewrite, explain and other processing, and flexibly translate the main information and intention of the original text. The translation should conform to the textual norms of the translated language, the expression habits of the translation readers, the psychology of acceptance, the values, etc., take care of the reader's cognition, and strive to provide the reader with an easy to accept translation, so as to maximize the dissemination effect of the propaganda language.

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