

Strategies for Chinese Herbal Medicine Translation from the Perspective of Ecological Translation

Wenjun Shi

School of Foreign Studies

Shaanxi University of Chinese Medicine

Shaanxi, Xi'an 712046, China

lynnshi1983@163.com

Abstract—From the perspective of ecological translation studies, the author analyzes the English translation of cultural prescriptions from the perspective of communicative ecology and cultural ecology, and proposes that the principle of information should not be neglected while ensuring simplicity in translation, and the theory of ecological translation is used. Starting from the five “ecological rationalities” of “focusing on the whole/association, stressing dynamics/balance, embodying ecological aesthetics, taking care of the translation community and promoting diversity/unification”, the process of translating Chinese medicine into English is analyzed. A translation formula using literal translation + prescription efficacy + annotation is proposed to fully express the cultural image contained in the prescription name.

Keywords—*Ecological translation, Chinese herbal medicine, English translation*

I. INTRODUCTION

Ecology as a methodology, introduced into the humanities field began in the 1970s, and the successful combination of ecology and translation methods began in the 21st century [1]. Its representative is Professor Hu Gengshen's Translation Adaptation Theory. With the research results of adaptation and selection theory in Darwin's theory of evolution, Professor Hu reconstructed the translation method from the perspective of ecology and put forward the theory of “ecological translation”. He believes that in the process of translation, the translator must adapt the translation ecological environment in an instinctive manner, so as to make corresponding choices for the translation methods and translation strategies adopted [2]. The translational ecological environment is a comprehensive and wide-ranging complex. It covers all aspects of translation activities. It involves the original work itself, the development trend of the language of the mother country and the whole world presented by the target language. It is made up of language, customs and culture. Comprehensive factors such as the background of the times and cultural exchanges, and these factors interact and influence each other. Whether the translation works successfully, the quality of the translation is excellent or inferior, mainly depends on the translator's control, grasp and adaptation and selection of the translation ecological environment.

II. THE STATUS QUO OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE VISION OF INTERNET+

English translation of Chinese medicine from the perspective of ecological rationality

From an ecological perspective, especially from the perspective of ecosystems and a comprehensive review of translation studies, it can be found that regardless of the natural ecosystem or the translation ecosystem, regardless of the size or level of the system, the rational characteristics of its ecosystem are very significant. Macroscopic ecological rationality can provide many aspects of enlightenment, ideas and methods for translation studies [3].

Focus on “whole/association” The so-called “whole/association” refers to ecological rationality. When studying the translation ecosystem, it cannot be limited to a sub-ecological system or a related interest. From the perspective of ecological rationality, it is necessary to take care of the connection and integrity between different ecosystems. In the Chinese-English translation and translation ecosystem, there are inherent two-way interactions and overlapping intersections between various sub-ecological systems and various stakeholders.

Stressing Dynamics/Balances The so-called dynamics/balance is to follow the ecological rationality. When studying the translation ecosystem, it focuses on the interaction and interaction between the subject and object of translation activities, the main body of translation activities and the external ecological environment. Interdependent dynamic balance system [4].

Care for “translation community” In addition, other “all” s involved in a Chinese medicine translation activity, such as readers, authors, funders, publishers, commentators, etc., sometimes influence the production of this translation. It is far from enough for the translator to translate it. Is it possible to translate the readers' interest, whether they can understand the connotation of Chinese medicine, whether they can express the true meaning of the original author,

whether there is a funder to invest in the translation, and whether the publisher is willing to publish This series of questions affects the success or failure of translated works.

Reflecting the ecological aesthetics The so-called ecological aesthetics is to follow the ecological rationality. When studying the translational ecological system, in the process of translation studies, whether at the macro or micro level, we always emphasize "symmetry", "equilibrium", "contrast", "order" and "rhythm". "The rhythm" and other aesthetic elements and ecological aesthetic principles [5]. Traditional Chinese medicine is a master of Chinese culture. The ancient Chinese doctor's writing skills are solid and profound. In many Chinese medicine books, the words are concise, beautiful and exciting. If you can only understand the meaning in translation, you lose the beauty of Chinese culture in the sentence. Therefore, how to balance the right and left, to interpret the medical integrity of Chinese medicine in English, and to highlight the profoundness of Chinese culture is the work of TCM translation research in the future.

Advocating Diversification / Unifying the ecological characteristics of "diversified unity" plays a leading role in ecological rationality and ecological translation.

"Diversity" reflects the diversity of individual things; "unification" reflects the commonality and overall connection of various things [6]. In the Chinese doctoral translation system, the above various factors, including the millennium of Chinese medicine culture, the theory and system of Chinese medicine, the subsystems of the Chinese doctoral translation system, the translators of Chinese medicine, the members of the "translation communities", the development at home and abroad.

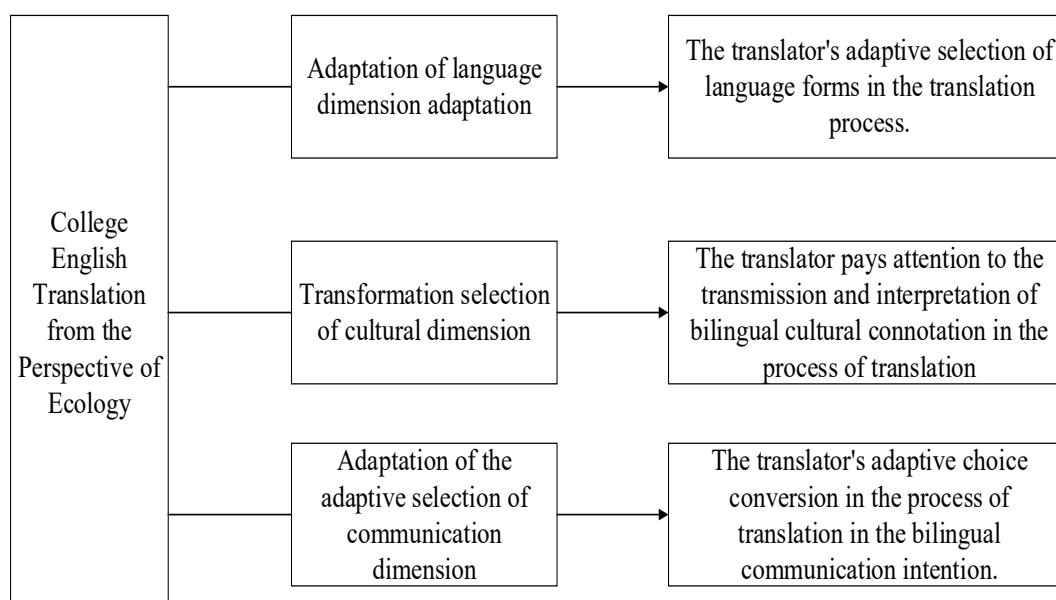


Figure 1. The format of translation adaptation theory

III. THE THEORY OF ECOLOGICAL TRANSLATION IS TRANSLATED INTO CHINESE AND ENGLISH

A. Communicative Ecology and Mythological Imagery

Hu Geng Shen divides the communicative ecology into large and small areas. The large communicative ecology can refer to the association and intersection of inter-regional communication and inter-regional communication and inter-individual communication. The small communicative ecology can refer to the interactive relationship between communicative intentions and communicative behaviors in a translation. But whether it is a large or small communicative ecology, it actually emphasizes the realization of the communicative function of the translation. Mythological imagery refers to the image of the name taken from certain mythological stories or myths. For example, the "Xianfang" in "Xianfang Live Drinking" and "Shuilu Erxiandan" are all found in ancient Chinese mythology. Due to the differences between Chinese and Western cultures, the mythological image has higher requirements for the reader's knowledge reserve. It is necessary for the reader to establish a good mythological imagery schema beforehand, otherwise it is difficult to realize the communicative function of the translation.

TABLE 1 COMBINES THE TRANSLATION OF MYTHOLOGICAL IMAGES

Original name	Translated name	Explanation
Xiao Qinglong Tang	Xiao Qinglong Tang(Small Blue Dragon Decoction) : the decoction for treating external cold and internal fluid	Dragon is a sacred animal in Chinese mythology which can control rain and flood. Here we use “Small Blue Dragon Decoction” to treat fluid retention in the lung according to the Chinese medicine theory.
Immortals' Decoction	Immortals' Decoction: the decoction for treating carbuncles	Immortals in Chinese mythology are similar to fairies in western fairy tales who will never die and prefer to help people by using their magic power. Here we use the name of Immortals' Decoction to indicate the magic effect of the decoction.
Water and land immortals' pill	Water and land immortals pill: the decoction for treating kidney deficiency syndrome.	This pill is made of two Chinese medicine. One grows in water while the other grows on land. We use water and land immortals to indicate their growing condition and their satisfying effects, because Immortals in Chinese mythology never die and are very kind and willing to help people.

B. Cultural Ecology and Philosophical Imagery

Cultural ecology can also be divided according to the size of its influence. A large cultural ecology can refer to the harmonious coexistence of dominant cultures and weak cultures and endangered cultures; small cultural ecology can refer to the harmonious relationship between cultural elements in a translated text [7]. The philosophical image means that certain philosophical knowledge is included in the name of the prescription. For example, "Zhenwu Tang" and "Jiaotai Pill" contain the yin and yang five elements of ancient philosophical thought. In order to maintain the harmony of cultural ecology in the translation, we must construct a new cognitive pattern of ancient philosophy. Take "White Tiger Soup" as an example. If you translate it directly into "Baihu Tang (White Tiger Decoction)" [8], it is easy for readers who do not have knowledge of ancient Chinese philosophy to misunderstand a part of the white tiger contained in this formula. To let readers fully understand the origin of the name of "White Tiger Soup", we first need to add the theory of "five elements with five parties" and "five elements with five colors". The following is a table to explain the theory of five elements with five squares and five colors [8].

TABLE 2 FIVE LINES WITH FIVE-PARTY, FIVE-COLOR THEORY

Nature			Five elements	Human body	
Five colors	Five seasons	Five parties		Five internal organs	Five hollow organs
Green	Spring	East	Wood	Liver	Gallbladder
Red	Summer	South	Fire	Heart	Small intestine
Yellow	Long summer	In	Earth	Spleen	Stomach
White	Autumn	West	Gold	Lung	Large intestine
Black	Winter	North	Water	Kidney	Bladder

TABLE 3 TRANSLATION OF COMBINED PHILOSOPHICAL IMAGERY

Original name	Translated name	Explanation
Baihu Tang	White Tiger Decoction : the decoction for clearing away heat from Qifen.	According to the “Four sacred animal theory” in animal Chinese astronomy and the “Five Element theory”, the white tiger bears the seasonal feature of autumn. In autumn, it is cool compared with the hot weather in summer. So we use White Tiger to indicate its function of clearing away heat in Qifen.
Zhenwu Tang	Zhenwu Tang: the decoction for warming spleen and kidney yang and inducing diuresis.	According to the “Four sacred animal theory” in ancient Chinese astronomy and the “Five Element theory”, “Zhenwu” is the god of north bearing the function of controlling flood, so we use “Zhenwu” to indicate the effect of treating fluid retention because of both spleen and kidney yang deficiency.
Jiaotai Pill	Jiaotai Pill: the decoction for treating the disharmony between heart and kidney	According to the theory in the ancient philosophical book Zhou Yi, “Jiaotai” means the harmonious state. Here we use “Jiaotai” to indicate the effect of making heart fire and kidney water harmonious.

IV. CONCLUSION

Through the English translation of the above Chinese herbal medicine, we found that the English translation of the prescription name should not only follow the principle of simplicity, but also ignore the principle of information. Only by following the traditional way that Chinese medicine was originally accepted to treat Chinese medicine and faithfully translating Chinese medicine practitioners can we open a way to enter the Chinese medicine for those who really want to learn Chinese medicine in the West. Therefore, under the guidance of the theory of ecological translation, translators should give full play to their subjective initiative when translating the names of Chinese herbal medicines, namely, "adaptation" and "choice", starting from the three aspects of language, culture and communication. The language ecology, cultural ecology and communicative ecology of the text will be exerted, and the cultural images contained in the prescriptions will be explored and translated to better spread Chinese herbal medicine and Chinese culture to foreign countries.

REFERENCES

- [1] Chen H , Yu Y S . Automatic Translation in Chinese and English Based on Mixed Strategy[J]. Advanced Materials Research, 2013, 760-762:5.
- [2] Chen X X . Design and Implement of Chinese Medicine System Based on Machine Translation[J]. Applied Mechanics and Materials, 2014, 687-691:4.
- [3] Hui J . English translation of traditional Chinese medicine based on relevance theory[J]. Journal of Chinese Integrative Medicine, 2010, 8(2):195.
- [4] Wang J , Xiong X . Outcome Measures of Chinese Herbal Medicine for Hypertension: An Overview of Systematic Reviews[J]. Evidence-Based Complementary and Alternative Medicine, 2012, 2012:1-7.
- [5] Mosihuzzaman M , Choudhary M I . Protocols on safety, efficacy, standardization, and documentation of herbal medicine (IUPAC Technical Report)[J]. Pure and Applied Chemistry, 2008, 80(10):2195-2230.
- [6] Research on the New and Innovative Pattern of College Students' Ideological and Political Education under the Guidance and Perspective of the Core Values Theory[J]. International technology management, 2015, 40(9):59-61.
- [7] Dethlefsen L , Schmidt T M . Performance of the Translational Apparatus Varies with the Ecological Strategies of Bacteria[J]. Journal of Bacteriology, 2007, 189(8):3237-3245.
- [8] Tambo E . Non-conventional humanitarian interventions on Ebola outbreak crisis in West Africa: Health, ethics and legal implications[J]. Infectious Diseases of Poverty, 2014, 3(1):42.