

A Study on the Translation of Publicity Materials in Tourism Culture of Heilongjiang Province

Lili Zhai*

Foreign Language Department, Suihua College, Suihua 152000, Heilongjiang Province, China

**Corresponding author:* Lili Zhai, zhailili19820225@163.com

Abstract: Taking the translation of publicity materials in Heilongjiang province as an example, this article elaborates the advantages of tourism culture in Heilongjiang province, the translators' standards and attainment, the problems which existed in the translation of publicity materials, as well as the solutions to solve these problems. It is hoped that this article can facilitate the propaganda of tourism culture so as to promote the economic and cultural development.

Keywords: Publicity materials; Tourism culture; Heilongjiang province

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1. Introduction

For the translation of publicity materials in tourism culture, the text content and the quality have a huge impact on the image of the propagandized province. The current issues of the tourism culture in Heilongjiang province is the low quality of publicity materials, lacking complete translation materials, limited knowledge about Heilongjiang province's tourist attractions, and the lack of knowledge on the Western culture. Therefore, foreign tourists may misunderstand the truth of tourism culture in Heilongjiang province.

By adopting appropriate translation strategies, one would not only obtain propaganda victory but also high-quality translations. The choice of translation strategies has three constraints which are the purpose of translation, the target language requirements of the audiences, and the different text types. The translation strategies of publicity materials have indirect impact on the propagandized province. In the relationship between translation strategies and the national image, appropriate strategies will directly affect the quality of translation, the quality of translation will directly affect the understanding of the target audience, the understanding of the target audience will directly affect the communication effect, and eventually the communication effect will directly affect the image of the advertised province. Generally speaking, translation strategies play extremely important roles in the image of the propagandized province. There are several translation strategies that should be demonstrated in regard to the publicity materials of tourism culture in Heilongjiang province.

2. Advantages of tourism culture in Heilongjiang province

Heilongjiang province, also called Hei, is located at the northeast of China, covering an area of 46 square kilometers. To its west is plain, the northeast is Sanjiang plain, whereas the north and southeast are mountains. It is long and cold during winter while during summer, it is short and cool. Hence, summer is suitable for cooler havens while winter is suitable for snowscape and ice lantern show. Another unique art in Heilongjiang is its ice sculptures which has a profound influence on the tourism culture. One of the most

beautiful scenery in Heilongjiang is during winter when it is cold with snow swirl underground and white transparent rime.

Dotted with many rivers and lakes, Heilongjiang is known for rich water resources where tourist attractions include Amur River, Songhua River, Ussuri River, Suifen River, Lake Khanka, Jingpo Lake, and Wudalianchi National Park. Wudalianchi is honored as a natural museum for its original volcano spectacle which is the only active volcano in China.

The Arctic Village, which is situated in Mohe county of Heilongjiang province is at the extreme northern part of China. Entering into the Arctic Village, aurora borealis which might be the greatest show on earth can be appreciated.

Zhalong Nature Reserve is situated at the southeast of Qiqihar city in China. It is the biggest national natural protection area for the rare, red-crowned crane.

Although having abundant tourism resources, Heilongjiang does not have good publicity materials. Firstly, in order to identify the city image, the text type of tourism publicity materials should be examined, and tourism cards can then be created, for example the ice and snow culture, the Manchu culture, Mongolian culture, and the anti-Japanese war culture. Secondly, in order for cultural propaganda and to project a positive image, translators need to consider the acceptability of the target audience in the translation process so that they would be able to imagine the beautiful scenery of Heilongjiang province after reading the publicity materials.

3. Improvement of translators' standards and literary attainment

In the world of globalization, publicity materials of Heilongjiang province have become an increasingly important channel for different countries in getting access to China. They are not only accorded with China's situation but also with the cognitive context of foreign audiences. Therefore, high-level translators should have the characteristics of good research multilanguage method and strong awareness of cultural differences. Based on the acceptance and identification of audiences, this article makes a new attempt on the translation strategies for publicity materials of the tourism culture in Heilongjiang province. In order to ensure the conveyance of the meaning and the sounds of the source language, translators should improve their cultural literacy.

3.1. Multicultural attainment

Translation does not only involve the translation of the meaning between two languages, but it is also the communication of two different cultures. The translation process is complicated because it is the carrier of cultural messages. In the course of translating, translators should break down the barriers of language, culture, and geography in ensuring the version is well-understood and accepted by the audience. In view of having a body of knowledge about history, geography, and region, the tourism text requires translators to be able to understand the cultural context of the propagandized province. It also requires adopting proper language expression which audience can accept in the process of cultural transformation.

3.2. Skill attainment

The definition of skill attainment is referred to the perception, understanding, conscientious attitude, proficient language, and the ability of language transformation. These are the basic elements that a translator must have. During the translation of publicity materials, a qualified translator must be equipped with the ability of gathering information and transcending cultural differences. In order to improve the translation accuracy, an eligible translator needs to raise their skill awareness from the cultural level.

3.3. Teamwork attainment

Having good sense of team spirit is the requirement for an eligible translator. A qualified translator should be an active learner and would consult others actively.

3.4. Cross-cultural awareness attainment

Translation is not only a linguistic process, but it is also a form of intercultural activity. When translating publicity materials, there is a need to stress not only on the communication effect but also, to emphasize different audiences. The translation principles involve keeping inside information from outsiders and focusing on efficiency.

For the translation of tourism publicity materials based on the cultural context of the target language, the psychological needs of the audience, the culture cognition, and the value orientation, a good translator should adopt proper translation strategies and techniques. Language is the carrier of culture, and it also reflects cultural features. As an intercultural activity, the distinctive characteristic about the translation of publicity materials in tourism culture is the differences between the Chinese and Western cultures. Therefore, a translator must be equipped with deep cultural foundation and strong cross-cultural awareness.

4. Solutions to the problems existing in the translation of publicity materials

4.1. Repairing language errors and unifying translation of proper nouns of scenic spot

In view of the translation experience of foreign publicity materials in tourism culture based on the translation standards of faithfulness, expressiveness, and elegance in addition with the accuracy of grammar, language, and semantic, the version would be accurate, smooth, refined, and graceful.

There is no standard monolithic translation in regard to the terms and concepts of tourist texts. For the translation of publicity materials in tourist texts, the vast majority of terms and concepts have no unified translation where same concepts have different expressions in different versions. This may cause misunderstandings and communication barriers. Catachresis and semantic fuzziness also influence the diplomatic image of Heilongjiang province. Foreign tourists may misunderstand the translated version just from its literal meaning.

Both the English and Mandarin language belong to different language families whereby there exist many differences in their expression modes, language habits, and grammar rules. Chinese texts are characterized by imagery and beautiful words while English texts which have no discussion and poetic lyricism place emphasis on the objectivity, conciseness, and accuracy of information. However, for the translation of publicity materials, translators often neglect the different expressions between Mandarin and English, bringing about Chinglish which do not conform with English expressions. Affected by the Chinese way of thinking, the publicity effect is undesirable. Excessively sticking to the original text makes the translation obscure, and hence the aim of cultural communication is hard to achieve. For example, the warning on the train “小心站台间隙” can be translated into different English expressions such as “be aware of the gap,” “mind the gap,” “danger gap,” etc.

Inappropriate tone is another problem existing in the translation of tourism texts. For example, the public sign “禁止吸烟” is often translated into “No smoking” where the tone in this example is so sharp that audiences are more likely to have psychological disgust. In such cases, the translation criteria of English-speaking countries can be referred to. Hence, it is possible to translate this example into “Thank you for not smoking.” The translation of public signs should be the preferred international standard. For example, “停车场” can be translated into “Parking (lot),” “未经允许, 不准停车” can be translated into “Authorized Parking Only,” “礼品店” can be translated into “Gift shop,” “问讯处” can be translated into “Information,” “售票处” can be translated into “Ticket office,” etc. The characteristics of public signs are

prescriptive and of cultural continuity. For the same public signs at scenic spots, one can translate them uniformly by a certain standard.

4.2. Compensating cultural default

When translating publicity materials, there is a need to compensate cultural default. In order to attract foreign tourists, it is necessary to provide detailed explanation for historical relics. The following strategies can be adopted.

4.2.1. Word-adding strategy

In the tourist landscapes of Heilongjiang province, there exist many titles for people, places, and human allusions which are closely related to history. In the process of translation, one can hardly find equivalent English words for them. It is difficult for foreign tourists to understand their simple translations. Hence, in order to compensate for the cultural differences, word-adding skill may be used. Based on the principle of keeping inside information from outsiders, appropriate translation strategies according to actual situations should be adopted when translating publicity materials. The strategies include paraphrasing and supplementing. The ultimate goal is to improve the readability of publicity materials and ensure the audiences understand the underlying meaning. In Heilongjiang province, the Manchu lives on farming, the Hezhen lives on fishing, the Oroqen lives on hunting, and the Mongolian lives on animal husbandry. With the development of the folk tourism market, Heilongjiang province as a major tourism resource has massive potential, especially for its rich folk custom of northern ethnic minority groups. When translating this kind of tourism content, there is a need to compensate the national culture which the targeted audiences can apprehend. Serving to help foreigners better understand the Chinese culture and encouraging them to visit Heilongjiang, the historical allusions should be highlighted in addition to carrying on the old traditions and demonstrating the sincere historical culture to these foreigners.

4.2.2. Cultural correspondence strategy

As an outstanding translation theorist and translator, Peter Newmark elaborated the translation method of culture-loaded words which is also called as cultural correspondence in his book, *A Textbook of Translation*. The definition of cultural correspondence is when the culture-loaded words of a target language culture is translated by the culture-loaded words of the source language. In order to ensure foreign tourists resonate with the tourism information, translators may create a classic illustration in which foreign tourists are familiar with. For example, the use of “Romeo and Juliet” in place of “Liang Shanbo and Zhu Yingtai.” In experiencing their own culture, foreign tourists can understand the underlying meaning in the translation of the publicity materials.

Therefore, by deepening the knowledge of publicity materials and improving their quality level, this thesis has studied the improvement strategies of publicity materials in Heilongjiang province, aiming to provide corresponding theoretical and practical instructions for exploring and promoting the translation booming effect.

5. Developing a comprehensive information manual on publicity-oriented translation guided by proper translation theories

In 1970s, Skopos theory has emerged in Germany which pioneered a new approach in the field of translation studies. Skopos theory is somewhat a new model in translation studies where it plays an important role in the functionalist approach. The basic idea of Skopos theory is that translation is a powerful communicative action and the “Skopos” determines the whole translation procedure. Achieving the anticipated purpose and

effect is the judgement criteria of successful publicity translation. Naturally, translations which have enjoyed a warm reception among the target audience are considered successful. The key to success is that translators must follow the Skopos rule, coherence rule, and the fidelity rule when translating publicity materials so that foreigners have ideas and enthusiasm after reading the translated publicity materials.

The translation of publicity materials in tourism culture should not only consider the province's conditions but also the reading habits of the target audience. Appropriate translation theories should be applied when translating publicity materials. Generally speaking, guided by the Skopos theory and the understanding of the differences between the Chinese and Western cultures, translators should express ideas, follow the rule, and find commonalities in the metaphor, so as to broadcast promotional images. In order to solve the problems which have existed in the translation of publicity materials in Heilongjiang province, a comprehensive information manual on publicity-oriented translation should be developed in striving to promote the booming tourism industry in Heilongjiang province.

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