

The Influence of Literary Translation in Drama and Film Works

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Abstract: Literary translation plays a vital role in the dissemination of drama, film, and television works. Only by fully recognizing this point, can society better cope with the challenges in the translation process, give full play to the potential of literary translation, and promote the global dissemination of drama, film, and television works. This paper points out that literary translation can not only promote cross-cultural communication but also directly affect the connotation, style, market acceptance, and other levels of drama, film, and television works. On the contrary, improper translation may lead to cultural misunderstanding, and even affect the overall quality and market performance of the works.

Key words: Literary translation; Drama, film, and television; Influence; Challenge; Suggestion

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1. Introduction

With the progress of translation technology and the deepening of cross-cultural exchanges, literary translation will better contribute to the international dissemination of drama, film, and television works, and bring more wonderful artistic enjoyment to the global audience. This paper puts forward strategies and suggestions to improve the quality of literary translation and promote the international dissemination of drama, film, and television works.

2. The influence of literary translation on drama, film, and television works

2.1. Cultural communication and exchange

Literary translation introduces drama, film, and television works from different cultural backgrounds to global audiences, promoting the understanding of cultural diversity and respect for other cultures ^[1]. As far as cultural communication is concerned, literary translation also assumes the function of cultural education and enlightenment. Through drama, film, and television works, audiences can be exposed to ways of thinking and values different from their own cultures, to broaden their horizons and enhance their understanding and tolerance of different cultural models. At the same time, the exchange of different cultures helps the audience to

break down the cultural barriers and reduce misunderstanding and prejudice, to contribute to the construction of a harmonious and diversified world cultural environment. However, while promoting cultural communication, literary translation also faces the challenge of how to balance respect for the original text and adapt to the target culture. The successful translation can not only retain the spirit and style of the original work but also make the work attractive and appealing in the new cultural context. However, this process also requires the translator's profound cultural accomplishment, keen artistic perception, and exquisite language skills.

2.2. Audience expansion and influence enhancement

Literary translation has shown remarkable results in expanding the audience group and improving the influence of the works because translation is not only the transformation of language but also the transmission and reproduction of cultural connotation. Excellent literary translation is through the delicate and accurate language conversion so that the audience of the non-original language can deeply understand the deep meaning and artistic characteristics of the original work, to stimulate their interest in watching. Such translated works can help the audience overcome the gap between language and culture, and make the drama and television works that were originally limited to a specific language reach a wider audience, to enhance their artistic and commercial value on a global scope.

2.3. Artistic expression and creative inspiration

When discussing the influence of literary translation on drama film and television works, artistic expression, and creative inspiration are an important dimension that cannot be ignored. The role of literary translation in the level of artistic expression is that it not only conveys the basic information of the original text, but also conveys the aesthetic charm and emotional color of the original text to some extent, to have a profound impact on the overall artistic performance of drama, film, and television works.

The literary translation plays an important role in shaping the artistic expression. Translators should pay attention to various factors such as the context, emotion, and image of the original text, to faithfully express the artistic style of the original text. The communication of language includes not only the collocation of words, but also the communication of cultural background, emotional color, and aesthetic orientation. In addition, literary translation has also given great inspiration. A good translation can give the translator a lot of creative materials, and innovate in the story plot, characters, and expression methods. For example, a special interpretation of a character can inspire the author to create a more three-dimensional and rich role in the film. In the process of translation, translators often use clever expressions to deal with different cultural differences and to bring new enlightenment to the creation of film and television works.

3. The challenge of literary translation to drama, film, and television works

3.1. Cultural differences and the difficulty of understanding

Cultural differences involve many levels, such as values, social customs, historical background, and language expression. These factors jointly act on the translation process and affect the transmission and reception of the connotation of the works. At the same time, translation is not a simple language conversion, but a cross-cultural communication behavior. How to accurately convey the intention of the original work and resonate with the audience of the target culture has become a major challenge in translation work.

3.1.1. Cognition of the specific cultural background knowledge of the original text

Drama, film, and television works often contain rich cultural elements, such as idioms, allusions, specific

historical events, and so on. These elements are familiar to the audience in the source language and culture but may be completely unfamiliar to the audience of the target culture. For example, many expressions and symbolic meanings in Chinese classical opera may make it difficult for foreign audiences to understand their deep meaning without proper cultural interpretation.

3.1.2. Influence of emotional expression and perceptual patterns among different cultures

The way of emotional expression is deeply influenced by the cultural background. Some emotions may be positive in one culture and negative in another culture. If this difference is ignored in the translation, it may lead to the distortion of the character image and emotional atmosphere, thus affecting the audience's correct understanding and emotional resonance of the work.

3.1.3. Differences in social customs and values

Different cultures may have very different evaluations and positions on the same social phenomenon, which requires translators not only to be faithful to the original text in their work but also to consider the acceptance of the target culture ^[2]. For example, certain dramas, films, and television works involving gender, religious, or politically sensitive topics need to skillfully deal with these controversial elements to avoid cultural conflicts and misunderstandings.

3.2. Language characteristics and the difficulty of translation

As the carrier of culture, its unique expression and connotation bring great challenges to the translation work. However, when discussing the influence of literary translation on drama film, and television works, the characteristics of language and the difficulty of translation are the core problems that cannot be avoided. The literary language in drama film and television works often has rich emotional colors, local colors, and characteristics of time, which need to be fully reflected and transformed in the process of translation.

On the one hand, it is the transmission of emotional color. The literary language in the original work often contains deep emotions, which are reflected through the choice of vocabulary, the use of sentence patterns, and the change of rhetorical devices. However, different languages have differences in emotional expression. For example, idioms, colloquial, and ancient poems in Chinese have unique charm and emotional color, while Western languages such as English pay more attention to logic and direct expression. Therefore, how to maintain the emotion of the original work and adapt it to the expression habit of the target language is a problem that translators need to solve.

On the other hand, it is the reproduction of the local colors and the characteristics of the time. The language in drama, film, and television works is often closely related to specific regions and historical backgrounds, such as local dialects and historical allusions. These language characteristics may make it difficult to find a complete equivalent expression in the process of translation, which leads to the loss of the unique charm and historical and cultural connotation of the original work. Moreover, some words and concepts with ethnic characteristics may not exist in the target language at all, so at this time, the translator needs to find a balance between being faithful to the original meaning and adapting to the target reader. In terms of language structure, there are significant differences in grammar, sentence pattern, and pragmatic aspects between different languages.

3.3. Copyright and legal issues

In the process of the translation of literary works and the conversion of drama film and television works, the copyright problem is particularly prominent, which involves the authorization of the original work, the rights and interests of the translated works, and the legal use of the right of film and television adaptation. Legal

issues include transnational legal differences, the degree of copyright protection, and the intellectual property boundaries that may be touched in the translation process.

There is no doubt that the author of the original work enjoys the copyright of their works, so the translation should be legal under the authorization of the original author or the copyright holder. In practice, however, there can be many challenges in obtaining authorization. On the one hand, the authors of the original work may be cautious about the interpretation of the work, and the complex copyright ownership issues may put translators and film producers in the copyright negotiations. In addition, the translated works themselves also have the copyright, and the translator has the right of authorship and the right to protect the integrity of the works. In the process of adapting drama, film, and television works, if the translated works are greatly modified or used for commercial purposes without permission, the rights and interests of the translator may be violated. This not only damages the legitimate rights and interests of translators but also may reduce the enthusiasm and quality of translation work.

The legal complexity reflects the complexity of literature that crosses boundaries. The legislation and implementation of copyright protection vary in different countries and regions, which causes certain uncertainty to literary translation and the application of film and television works. For example, in some countries, the protection period of copyright is very long, and the scope of copyright is very large, which requires caution in its use. For those countries whose legislation is not strong enough, the protection of their copyright has greater risks.

4. The promotion strategy of literary translation for drama, film, and television works

4.1. Improve the translation quality

High-quality literary translation can spread the original work in the new cultural context, to effectively expand its audience scope. Therefore, improving the quality of translation is an important link to ensure that the drama and film works can accurately convey the spirit and artistic charm of the original work in cross-cultural communication. To improve the quality of translation, translators should pay attention to the following key aspects.

Deep understanding of the text connotation and artistic characteristics of the original work, grasping the context, style, emotion, and other elements of the original work, to ensure that the charm of the translated works is consistent with the original work. At the same time, respect the aesthetic habits and acceptance degree of the target culture, and adjust the translation strategy to the target audience appropriately, so that the translation can be more accepted by the target audience while maintaining the original meaning.

Translators should make full use of various translation resources, such as dictionaries, vocabulary banks, parallel texts, and so on, to make the translation more accurate and more coherent. The translator should pay attention to the refinement and beauty of the language, avoid blunt and difficult expressions, and improve the literariness of the translation. The translators should pay attention to the treatment of human names, place names, professional terms, and other details, to ensure the accuracy of the translation process. The translation should conform to the grammar and expression of the translation, to make the translation smooth.

Translators should improve the quality of translation through mutual communication and learning from each other. They should learn from others' good experiences and improve their translation, actively consult directors, screenwriters, and actors to ensure that the translation meets practical needs. Through attending various translation seminars and training courses, they can further enrich their translation theory and practical experience.

4.2. Respect for the original style

Translation is not only a transformation of language, but also a transmission and expression of culture. In translation, in addition to faithfully expressing the content of the original text, but also grasps and conveys the style and charm of the original text. The style of the original text often has the brand of the author and the background of the time, which is a major aspect of its artistic attraction. Therefore, in translation, certain principles should be followed, that is, to respect the style of the original text.

While respecting the style of the original text, translators should also have enough understanding of the context of the original text, such as words, sentence structure, rhetorical skills, and language rhythm ^[3]. For example, they should keep the rhythm and intonation of the original text as much as possible, so that readers can not only understand the meaning of the original text but also understand the charm of the original text language. At the same time, in the translation of literary works, attention should be paid to the harmony and unity between visual elements and language to ensure the consistency of the overall style of the original text.

4.3. Strengthen cross-cultural exchanges

First, the translation should pay attention to the transmission of cultural connotations. In the translation process of drama film and television works, the translator needs to dig deep into the cultural background of the original work, understand its cultural connotation, and find the appropriate expression way in the target language.

Second, translators should pay attention to cultural adaptation in the process of translation. There are differences between different cultures in aesthetics, values, beliefs, and so on. The translator should make appropriate adjustments based on maintaining the spirit of the original work, to make it more in line with the cultural acceptance habits of the target audience.

Third, strengthening cross-cultural communication also depends on the interaction and communication in the translation process. Communication and collaboration between translators, original authors, production teams, and the target audience should ensure the accuracy and cultural suitability of translation. In the actual translation process, an effective communication process can be established to solve the problems encountered in the translation process in time and improve the quality of translation.

Fourth, make full use of modern information technology. The digital platform provides convenient communication channels for translators, original authors, and readers, improves the discussion and feedback of translation, and improves the quality of translation. At the same time, the application of digital technology has also opened up a bigger stage for the cross-cultural exchange of film and television works and broadened the audience's vision.

Fifth, attention should be paid to the reform and development of translation education to promote international exchanges. To improve the quality of translation and promote cross-cultural exchange, the translation team must have cross-cultural quality translation talents. Therefore, they must attach importance to practical teaching, and encourage translators to participate in scripts, movies, and other related activities, to enhance their adaptability in real life.

4.4. With the help of digital technology

Under the background of the rapid development of digital technology, literary translation has ushered in unprecedented opportunities in the international dissemination of drama, film, and television works. The application of digital technology provides the possibility to improve the quality of literary translation, enhance communication efficiency, and improve the audience interaction experience. With the help of multimedia integration, online platforms, translation databases, and machine translation technologies, the practice of literary translation is gradually overcoming traditional limitations and showing new vitality.

With the help of digital technology, translators can more easily obtain the background information of the original text, deepen the understanding of the cultural connotation of the original work, and improve the accuracy of translation. For example, through online databases and virtual libraries, translators can study the context of the original work, the author's life, and other relevant historical documents, providing solid academic support for translation work. In addition, digital technology also enables translators to communicate with the original author or other translators in real time, discuss the problems in translation, and improve the collaboration and sharing of translation. At the same time, the application of digital technology has also greatly expanded the scope of the audience of translation works. Through streaming platforms, social networks, and dedicated translation communities, works can quickly reach users around the world, increasing their exposure and acceptance. Translated e-books, audiobooks, and film and television work with multilingual subtitles can meet the personalized needs of audiences with different language backgrounds, to effectively enhance the competitiveness of the works in the international market.

4.5. Strengthen copyright protection

The protection of copyright is not only related to the interests of the original author but also related to the legality, dissemination effect, and economic benefits of the translation. In the context of globalization, ensuring the copyright of literary works is of great significance to maintaining a fair and healthy international cultural exchange environment in the world. To strengthen the protection of copyright, multiple cooperation is needed. First, to strengthen the legislation of copyright and improve the copyright system in China. Second, to enhance the concept of copyright and strengthen the self-discipline of copyright. Third, to strengthen international cooperation and promote copyright protection in the world. Fourth, the use of digital technology, the effective supervision, and protection of copyright.

4.6. Promote cooperation and exchanges

Strengthening the exchange and cooperation of drama, film, and television literature translation can not only improve the quality of translation, but also enhance the understanding between different cultures, and also broaden the international communication channels of drama, film, and television. Therefore, the industry should actively explore and build an efficient cooperation process, through regular international seminars, seminars, online communication, and other ways, to let translators have in-depth discussions on the culture, language, aesthetics, and other issues faced in translation, to improve the accuracy and artistry of translation. At the same time, it can also introduce diversified funds and resources to improve the level of creation and create a larger stage for the translation of literary works^[4].

5. Conclusion

A good translation can show the artistic charm of the original text to the maximum extent, expand the audience of readers, and make the majority of readers appreciate the unique charm of Chinese and Western culture. At the same time, on the premise of not losing the spirit of the original text through the translation of the original text, translators can make the translation more in line with the translation language culture, and achieve the purpose of cultural integration. However, cultural differences, linguistic characteristics, copyright, and legal issues also cannot be ignored.

Disclosure statement

The author declares no conflict of interest.

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