

A Research on the Translation Strategies of Langzhong Ancient City Culture's "Going Overseas" from the Perspective of Ecological Translatology

Dengping Zhong

Academic Affairs Department, Southwest Petroleum University, Nanchong 637001, China.

Abstract

As one of the only two 5A-level scenic spots in Nanchong, Langzhong Ancient City carries important pieces of Nanchong culture, such as the Three Kingdoms culture, Spring Festival culture, Silk culture and Feng Shui culture, and is also an important cultural card to build the city image and improve the city connotation. In view of this, Langzhong Ancient City Culture, as the core component of Nanchong culture, is an important carrier to highlight the city image and connotation. Under the background of the national strategy of "going global", it is urgent to promote Langzhong Ancient City culture to go global. Based on the theory of ecological translatology, this paper explores how to improve the translation quality of Langzhong Ancient City culture from the three dimensions of "linguistic dimension", "cultural dimension" and "communicative dimension", so as to better boost the culture of Langzhong Ancient City to "go global", improve the cultural soft power of the city and build a desirable international image.

Keywords

Ecological translatology; Langzhong Ancient City culture; translation strategies.

1. Introduction

Cultural confidence is one of the core symbols of a country's prosperity and strength, and the realization of the Chinese dream of the great rejuvenation of the Chinese nation cannot be achieved without people's heartfelt cultural confidence. To enhance cultural soft power and build a socialist cultural power, it is necessary to strengthen cultural exchanges between China and foreign countries and promote Chinese culture to go global. Langzhong Ancient City is a national 5A-level tourist attraction, covering an area of nearly 5 square kilometers and the core scenic area of nearly 3 kilometers, and boasting a history of more than 2,300 years. It is the military capital of ancient Bashu. The ancient city has inns, restaurants, shops, native product stores, foot baths, handicrafts and other stores, is a very bustling commercial district, and the most characteristic local specialties are Baoning health vinegar, Zhang Fei beef. And Langzhong Ancient City tourist attraction was rated as the most popular one among all Sichuan 5A-level tourist attractions in 2023 Spring Festival holiday. Langzhong Ancient City, as one of only two 5A-level tourist attractions in Nanchong City, carries important pieces of Nanchong culture, such as The Three Kingdoms culture, Spring Festival culture, Silk culture, Feng Shui culture, etc. Langzhong Ancient City, with great cultural value, is an important cultural card to enhance the international recognition of the city and enhance the connotation of the city. On October 28th, 2021, the Secretary of the Party Committee of Nanchong stressed that we should strive to write a new chapter of high-quality construction of world-class ancient city tourist destination, and make greater contributions to building Nanchong into the economic sub-center of the province and the Chengdu-Chongqing region and the comprehensive construction of a socialist modern city. As one of the indispensable representative cards of Nanchong culture, the cultural

communication of Langzhong Ancient city to the world is an important topic to enhance the soft power of culture, build an international tourism destination and better tell Chinese stories.

The research on Langzhong ancient city culture has been going on for a long time, mainly focusing on the important cultural factors of Nanchong, such as Langzhong feng shui culture, Three Kingdom culture, folk residence culture and Spring Festival culture, from the perspectives of protecting cultural heritage, promoting the integration of culture and tourism, creating brand effect, improving service quality, optimizing the quality of practitioners, integrating the Internet plus operation mode, etc. The measures and strategies to promote the sustainable development of Langzhong Ancient City cultural tourism are explored from the angle of promoting legislative protection. There is almost no research on the foreign translation of Langzhong ancient City culture, so it is necessary to promote the "going overseas" of Langzhong ancient City culture, promote the international exchange of ancient city culture, and enhance the international recognition of ancient city culture. Langzhong Ancient City's cultural publicity will help to enhance the city's image, promote cultural communication and promote the construction of Nanchong's cultural soft power. Based on the three principles of ecological translatology, this study will explore the cultural translation strategies of Langzhong Ancient City.

2. Theoretical Basis

Ecological translatology, first proposed by Professor Hu Gengshen [1], is a translation theory based on the perspective of ecology [2]. In their respective translation ecological environments, the source text and the target text constitute a text ecosystem, the former involving the language, culture and communicative ecology in the source language system, and the latter involving the language, culture and communicative ecology in the target language system. There is an issue of "difference degree" between the two texts in each ecology [3]. Therefore, based on the characteristics of ecological rationality, ecological translatology is a comprehensive study of translation from the perspective of ecology. The translation method of ecological translatology is "three-dimensional transformation" based on the basic theory of ecological translatology. In other words, under the principle of "multi-dimensional adaptation and selection", the translator relatively focuses on the dimensional transformation of language, culture and communication, which requires the translator to pay attention to the language form, the transmission and interpretation of the cultural connotation of the source language and the target language, and the realization of the intention of bilingual communication. Only by adapting and selectively converting from these three dimensions, can the translator obtain the translation with the highest degree of overall adaptability and selectivity. At present, in terms of applied research, many scholars have applied this theory to guide translation practice, constantly expanding and enriching the research content of ecological translation studies, which makes the theoretical explanatory power and practical guiding power of this theory increase day by day [4].

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3.1. Linguistic Dimension Investigation

Adaptive conversion of linguistic dimension is the core of bilingual conversion. Due to the different cultural backgrounds and customs of the two languages, the language forms will also differ. The adaptive transformation of language dimensions emphasizes the language forms adapted to the target language. The primary guarantee for achieving the optimal conversion

and communicative intention is to convert the form of the source language to the target language from the linguistic dimension. Chinese is a language that attaches great importance to hypotaxis. Chinese is a language that attaches great importance to parataxis. This is also the most prominent and important difference between English and Chinese. The meaning of hypotaxis, as the name suggests, is that the logic between sentences should be expressed by logical connectives. Parataxy, by contrast, is the idea that sentences do not need explicit logical connectives, but are connected by meaning connections between sentences. Chinese is a dynamic language; In contrast, English is a static language. In Chinese, there are a large number of connective sentences or concurrent sentences, and the continuous running sentences do not appear the subject but start with the verb, while English is more inclined to use non-predicate verbs, default verbs or verb cognate noun forms.

3.2. Cultural Dimension Investigation

The adaptive transformation of ecological dimension aims to grasp the difference of cultural background and connotation between source language and target language. In order to avoid misunderstanding of the cultural connotation of the source language in the process of conversion to the target language, attention should be paid to adapting to the cultural system of the target language in the process of bilingual conversion. Due to the great differences in cultural backgrounds between Chinese and English language communities, in the process of cultural translation of Langzhong Ancient City, it is necessary to consider the objective situation that English language communities are not familiar with the folk culture of Langzhong Ancient City, so as to appropriately translate and supplement the folk culture of Langzhong Ancient City, finally achieving the accurate transmission and interpretation of the connotation of the folk culture of Langzhong Ancient City.

3.3. Communicative Dimension Investigation

In addition to the adaptive transformation of linguistic and cultural dimensions mentioned above, ecological translatology also emphasizes the adaptive transformation of communicative dimensions, focusing on the achievement of communicative intention. In the context of ancient city tourism culture, we should pay attention to the practicability of language and construct the friendly target language of English language community. Ancient city tourism culture involves a considerable amount of culture-loaded folk materials. The translation of this part should pay attention to the communicative function of the language, thus, using the usual language style in order to help the English language community better understand the ancient city folk culture, and achieve the balance of communicative language ecology.

4. Conclusion

Nanchong is a famous historical and cultural city with a long history. At present, it has created several cultural cards such as "Three Kingdoms Culture" and "Red culture". Langzhong Ancient City culture is also the core of this icon. Langzhong ancient City culture of Nanchong is outstanding local landmark traditional culture with long history and distinctive local ethnic characteristics. Under the background of "culture going global" strategy, Langzhong Ancient City's cultural publicity has become an essential way to highlight the cultural connotation of the city, build a world-class tourist destination and build a good international image of the city. Based on the adaptive transformation of the three dimensions of ecological translation studies, this paper systematically explores Langzhong Ancient City's tourism culture publicity strategy, in order to improve the translation quality of local Langzhong Ancient City's cultural publicity, better promote the construction of Nanchong cultural city, and provide reference for the excellent traditional culture "going out" publicity of other provinces and cities.

References

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