

The Study of Functional Equivalence Theory in Chinese Tourism Text Translation——A Case Study of Tourism Text Translation of Wuzhen

Jiaqi Wang, Siyao Yang, Yuxuan Shang

Shenyang University, Shenyang 110044, Liaoning, China

Abstract: With the rapid development of tourism in China, more and more tourists choose to visit Wuzhen. Therefore local tourism text translation is becoming more and more important. This article will use Nida's theory of functional equivalence as the basis for an analysis of the method of translating the Chinese language of travel text into English. Examples of tourism text translation of Wuzhen are taken to illustrate the application of Functional Equivalence Theory in the translation of tourism texts. This paper studies the strategy of applying the theory of functional equivalence in the translation of tourism texts in Wuzhen, China.

Keywords: Nida; Functional Equivalence Theory; Tourism text; Translation methods

1 Introduction

1.1 Background of the study

“Functional Equivalence” is the central concept of Nida's theory of functional equivalence. Translation can be seen as a process of reproducing the source language from the semantics to the Corpus using appropriate, natural and equivalent languages. In recent years, the rapid development of tourism in China, the role of tourism text translation in translation has become more and more important. China's tourism market is improving, so it is attracting more and more foreign tourists. As we know, Wuzhen is a 1300 town in the lower reaches of the Yangtze River, one of the country's Five-a scenic spots and a major historical and cultural town. Wuzhen has easy access to many highways and national roads. In 2001, Wuzhen was nominated as UNESCO World Heritage Site. Therefore, Wuzhen has a very long history and it can reflect the Chinese culture, and becomes an exemplification of the translation of tourism text. The author take an example of Wuzhen tourism text translation to study this subject, it will be representative.

1.2 Significance of the study

In recent years, the quality of tourism translation has been greatly improved, but there are still many mistakes in the translation of tourism texts. Therefore, it is very important to study how to improve the translation quality of tourism text. This paper also studies the application of the theory of functional equivalence in the translation of tourism texts. China is better at translating travel texts, which can also attract more foreign visitors to China. It is obvious that the translation of tourism texts has become an important bridge in the relationship between China and foreign countries. However, these travel texts have been translated into English, but the overall quality of the translation of these travel texts is not very good. It not only left a bad impression on foreign tourists, but also hindered the further development of Chinese tourism. Therefore, I think it is very necessary to improve the quality of the translation of tourism text in our country.

2 Chinese tourism test and functional equivalence

2.1 The definition of Chinese tourism text

The translation of some Chinese travel texts has undoubtedly played a very important role. It gives foreign tourists a better understanding of China's tourism culture. Thus attracting more tourists, this has successfully played an important role in promoting tourism resources, establishing the image of scenic spots, carrying out cultural exchanges and promoting the development of the tourism economy. It is also understood to be an advertising style. The tourism literature includes the introduction of tourist attractions, tourism advertisements, tourist signs, folk paintings, historical interpretation and so on. Tourism translation mode not only conveys the source language information, but also pays attention to its own particularity.

2.2 The definition of functional equivalence

In order to reduce the difference between the source language and the target language during the translation, we also use the function equivalence theory. Nida's put forward the theory of functional equivalence, and Nida developed a set of translation theories from reality, which is also an important theory in translation. The core concept of Nida's theory is “functional equivalence”. The so-called “functional equivalence” means that the translation should not be a literal rigid correspondence, but a functional equivalence between two languages.

3 The application of functional equivalence in tourism text translation of Wuzhen

3.1 Brief introduction to tourism text translation of Wuzhen

Located in the lower reaches of the Yangtze River, Wuzhen is a 1300 ancient town, one of the country's Five-a scenic spots and a major historical and cultural town. In 2001, Wuzhen was named UNESCO World Heritage Site. At the end of 2006, it was included in the list of candidates for World Cultural Heritage in China. In 2009, Wuzhen was also named the first mainland tourist attraction.

For a long time, translators have compared the translation tradition with the literal translation theory and found that the tradition of translation has little freedom to express his creativity. However, the functions and intentions of the translation of travel texts are very different from those of legal documents, scientific reports, government documents, etc. Wuzhen's tourism text translation is designed by a variety of techniques, in order to preserve the Chinese classical charm and to satisfy the psychological and technical skills of foreign tourists.

3.2 The areas of application of functional equivalence in tourism text translation of Wuzhen

There are many places in Wuzhen's tourism text translation that show the principle of functional equivalence, which is reflected in the translation of tourist attractions. The Shadow play club "Piyongxi" in Wuzhen is very famous. Translation cannot be confined to one word, our Chinese know the meaning, but foreign tourists don't know, if it is carried out in accordance with the literal meaning of the translation is completely misinterpreted the original meaning, so we should not only translate the words, We use the word "Shadow", and the shadow plays are like the shadow of Chinese traditional culture. The four-character phrase with Chinese characteristics reveals the aesthetic value of the Chinese style and focuses on the meaning. In many ancient Chinese literature, some beautiful words, translated into English, become very strange, and without the beauty and artistry of the text itself.

3.3 Strategies of choosing the principle of functional equivalence

3.3.1 Lexical equivalence in characteristic vocabulary of Wuzhen

In this water village, two interesting words are "skin-encased water" and "water-wrapped leather". These two witty phrases refer to drinking tea in a teahouse and taking a bath in the bathtub. It's obvious that the locals like tea. The two words, "skin wraps water" and "water wraps skin", Refers to their tea in the tea house, is the body is full of water and energy mean, if you don't use matching words, translated into skin with water, meaning is strange, foreign tourists are not easy to understand. And the second is to point to Wuzhen people like to take a shower, the shower water is wrapped in the skin, if the literal translation, is wrapped in skin water, so it is very strange, foreigners don't understand. Therefore, it is necessary to consider the history and culture of the original text as well as the local customs and customs, as well as the receptive ability of the translation readers.

3.3.2 Stylistic equivalence in in article genre of tourism text

We will find that the translation works of different genres have different linguistic characteristics. We must master the characteristics of the source and target languages in order to be fluent in both languages, so that translators can create translations that truly reflect the original language. Language styles and language influence factors are different.

"On the Dragon Boat Festival, every household is decorated with colorful lanterns and prepares Zongzi, a special pyramid-shaped dumplings which people eat in the 5th month of the Chinese lunar calendar, which is boiled "We cannot find an equivalent of "Zongzi" in English, so the best method to inform foreigners about this special Chinese food is to paraphrase it.

4 Conclusion

In the process of translation, there is no obvious correspondence between the literal and functional equivalence of different languages. Because it's hard to find a sentence pattern in China that is exactly the same as English. Therefore, the translator converts the deep structure of the source language into the target language of the surface structure, and the translator needs to explain the meaning of the original text so that the reader can accept the translation. According to Naid's theory of translation, the process of processing and translating texts of the translator's own cultural differences is closely linked. Only from the language form to the cultural connotation of the translation, can reproduce the original style and spirit, can translation be called a good work.

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