Original Research Article

Research on the Strategy of Allusion Translation based on the Terminology

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Abstract: In response to the call of the times, under the guidance of terminology, this article concludes three methods inspired by the principles of terminology generation to analyze the typical relative translation, which aims to provide a certain reference for the subsequent similar terminology translation and education of allusions in the field of foreign propaganda.
Keywords: Terminology; Terminology generation; Foreign propaganda; Translation strategies

1. The importance of the study of allusions' translation

In recent years, with the promotion of the policy of Chinese culture going global and the increasing influence of China in the international arena, the dissemination of culture with Chinese characteristics has become an important research topic within the field of humanities and social sciences. The overseas release of many documents has created a new paradigm for the overseas dissemination of the writings of national leaders. This important statement emphasizes the importance of the communication effect of foreign translations and points the way for translation work in the new era. The purpose of promoting the new ideological concepts, plain and vivid narrative style and cultural connotation of quoting the past and the present in the official propaganda text is accurately translated and disseminated to overseas people[1].

2. The need for terminology perspective research

Humanities and social sciences terminology does not exist in nature, but is a product of the development of human civilization to a certain stage, in the form of a short morpheme carrying a rich and profound philosophical and cultural thought, characterized by the abstraction and generalization of thought expression, the core of which is man's perception of and reaction to the natural world.Only 18 articles are searched by CNKI, and there are certain problems in the quality, which reflects the necessity and innovation of this perspective research[2].The reason for the small number of studies is that as the terminologists like Ahmad, Fulford and Rogers point out, terms that are standardized may never be used and those that are in use are not standardized. This often results in the phenomenon of "use without use, use without reliance". The discussion of the translation of allusion terms lacks the theoretical perspective of terminology, which is a shortcoming.

Sager, a terminologist and translator at the University of Manchester, has discussed this in his book A Practical Course in Terminology Processing. Sager divides terminology into primary term formation and secondary term formation according to the context in which it is generated. According to this principle of terminology generation, it can be seen that terminology translation is a kind of secondary generation of terms. Due to the heterogeneity, conceptual complexity and contextual richness of the core terms of Chinese thought and culture, the translation is not a simple language conversion, but a cross-cultural communication of the connotations of the terms. (Wei Xiangqing, 2018: 70-71).

The translation of literary terms is then logically included in the category of terminology generation, and the model of literary terminology translation can be based on the model of terminology creation work. In addition to the traditional translation method, then based on the above theory, the cultural output, that is, the process of determining allusive terms generally has three stages: lexical method - lexical method combined with borrowing method - borrowing method[3].

3. Examples of the official propaganda text

According to the statistics of the English-Chinese parallel corpus, there are 188 common allusions used in the foreign propaganda text. From a terminological point of view, it is more appropriate to analyze the above three stages.

3.1 Lexical formation

The lexical formation is often used to make the meaning expressed in the source language widely acceptable to the reader through the relative equivalence of expressions in the target language.

Example 1: The sharpness of a sword results from repeated grinding, while the fragrance of plum blossoms comes from frigid weather. (Beijing: Foreign Languages Press，2014: 56)

The poem "The sharpness of a sword results from repeated grinding, while the fragrance of plum blossoms comes from frigid weather" is from "The Wise and Diligent", which means that "to possess precious qualities or good talents, etc., one needs to work hard, cultivate and overcome certain difficulties to achieve them".

As the words "sword" and "plum blossom" have the same meaning in Chinese and Western languages, a completely direct translation will not cause a communication barrier and can better preserve the metaphorical meaning of the original text, so a direct translation is used in the English translation[4].

Example 2: Human ideals are not easy to achieve, but need hard work. (Beijing: Foreign Languages Press,2014: 56)

The translation omits the two idioms of "wickerwork and calloused hands" and uses only "hard work" to express them, which also aims to reduce the reading burden of English readers and make the translation more readable.

3.2 The combination of Lexical formation and borrowing

The combination of lexical formation and borrowing presents the characteristics of the source language while annotating in the target language, allowing the reader to connect and switch between the source language and the culture of the target language.

Example: You should keep the perseverance and diligence in reading as related in stories of Confucius, Sun Jing and Su Qin,Kuang Heng, and Che Yin and Sun Kang. (Beijing: Foreign Languages Press，2014: 64)

The four historical allusions are "Wei Jian San Jie", "Hanging a beam and stabbing a share", "Chiseling a wall and borrowing light" and "Reflecting snow in a bag of fireflies". As can be seen, the four allusions involve four stories, so the English translator adopts a straightforward approach, translating them as 'in stories of Confucius, Sun Jing and Su Qin, Kuang Heng, and Che Yin and Sun Kang', and then The English translation is therefore a direct translation of the four stories as 'in stories of Confucius, Sun Jing and Su Qin, Kuang Heng, and Che Yin and Sun Kang', followed by a commentary on the meaning of the stories, so that the reader of the translation can accurately understand the meaning of the original text[5].

3.3 Lexical borrowing

The borrowed word method uses elements of the target language exclusively to express the cultural features of the source language through form or pronunciation, creating a sense of unfamiliarity for the reader and directly constructing and presenting the cultural connotations of the source language from the ground up.

Example: Decrees may be followed if they are in accordance with the aspirations of the people; they may be ineffective if they are against the aspirations of the people. (Beijing: Foreign Languages Press,2014: 30)

The sentence is from Guanzi, which illustrates the relationship between the rise and fall of decrees and the rise and fall of the people's aspirations.The English translation uses "decrees" to translate "decrees", and the corresponding "rise" and "fall" are translated by "may be followed" and "may be ineffective" to translate their meanings directly. " and "against" with "in accordance with" and " against"[6].

4. Conclusion

The selected text in this article a large number of allusions that not only have no equivalent expression in English, but have also evolved to take on meanings that are very different from those of the past. As an important text for foreign propaganda, the translation is handled in a flexible and varied manner, and different approaches can lead to different effects in the dissemination of our culture. The core ideological and cultural terms are characterized by concise characters, complex concepts and diverse contexts, and their translation is not a simple conversion of characters, but a comprehensive construction of terminology concepts with the goal of understanding by readers of the translated language. Understanding is the basis of communication, and terminology translation should aim at cross-cultural understanding of terms and complete the regeneration of concepts in heterogeneous cultures through multi-level cognitive constructions.

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