

Multiple Translations and Unification of Chinese Characteristics Words in New Year's Greeting from 2013-2022

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Abstract: Good translation of cultural vocabulary with Chinese characteristics is conducive to promoting external cultural translation and gradually establishing a Chinese discourse system. This paper takes the 2013-2022 New Year message (bilingual version) as the research corpus, with the help of Wang Dongping's classification of cultural vocabulary with Chinese characteristics and the translation strategy of cultural exclusive items, and uses Antconc and Excel to calculate the Chinese word frequency and the use of translation strategies. To sum up, the language differences and cultural gaps between Chinese languages, flexible wording and sentences are conducive to translating Chinese culture and promoting cultural communication, keeping pace with The Times and adopting formal language expression is conducive to standardize the translation of vocabulary and gradually establish the Chinese discourse system.

Keywords: Cultural Vocabulary with Chinese Characteristics; English Translation Strategy; New Year Message

Introduction

Foreign translation of Chinese culture is an important connotation of national translation practice, and an important behavior for the country to achieve long-term strategic goals and build national image. It is also the main platform and core carrier of China's international communication.(Gao Qian, p129) The use of characteristic vocabulary is a common means used by news style in cultural publicity, because characteristic vocabulary is derived from culture and is an important carrier for a country to enrich cultural connotation. In order to make foreign readers understand Chinese culture, it is necessary to spread the connotation through vocabulary carriers.(Meixia Chen, p55)

The research object of this paper is the New Year message of 2013-2022, with a long corpus time span and rich corpus, which can make a more comprehensive analysis of the cultural vocabulary with Chinese characteristics. In addition, the New Year's message has a wide audience, plain language, easy to accept by the target audience, and has strong research value. The congratulatory words cover a wide range of fields, vivid language and strong appeal, and use a large number of cultural words with Chinese characteristics. The translation of such words can promote Chinese culture to go out. This paper not only focuses on the translation of specific words, but also discusses the phenomenon of multiple translation of Chinese cultural words combined with qualitative analysis and quantitative analysis.

1. Aixela Cultural and proprietary item translation strategy

Spanish translator Aixel a in 1996 put forward the concept of "cultural items", it is defined as: some items in the text, because in the cultural system there is no corresponding project or in the project has different text status of the project, so the function and meaning transferred to the translation difficulties (Aixela, p 58). Aixel a The translation strategies of 11 cultural proprietary items are arranged according to the "degree of cross-cultural manipulation", which are repetition, translation and spelling, language translation, external interpretation, internal interpretation, using synonyms, limited cosmopolitan, absolute globalization, assimilation, deletion, and self-creation.

2. Characteristics of congratulatory speech and the classification of Chinese characteristic cultural vocabulary and English translation

2.1 Characteristics of the New Year's message

In terms of content, the congratulatory speech covers politics, economy, people's livelihood, ecology, diplomacy and other fields, reflecting the leaders' feelings of home and country. In logical order, the structural framework of the annual congratulatory message is to summarize the past, plan for the future, and finally send blessings.

2.2 Classification and English translation of cultural words with Chinese characteristics in New Year greetings

Proper noun (115 out of number). The proper terms not only reflect the epitome of different historical stages, but also reflect China's politics, economy, science and technology, social and humanities and other aspects. For example, "Chinese Sky Eye the Chinese sky-eye "single-aperture spherical telescope" combines language translation and internal interpretation, literally translated as "sky-eye" to retain Chinese characteristics, and then translated as "single-aperture spherical telescope" to further explain "Sky Eye".

Abbreviations (22 out of them). This kind of words are concise and concise, rich in connotation. There are technical secondary schools in the source language system. There is no English with corresponding cultural status in the translation language, and the strategies of internal interpretation and absolute globalization are mostly used in translation. Such as the "cave-dwelling pair (Chairman Mao's conversation with Mr. Huang Yanpei at his cave-dwelling in Yan'an)", the term contains a strong political color and the characteristics of The Times, reflecting the changes in current affairs and politics. In translation, the reader includes the specific characters, places and events included in the text, and the reader understands them.

Idiom (83 out of them). Due to the differences in religious belief, emotional orientation and way of thinking between Chinese and British cultures, there is a certain degree of cultural vacancy in idioms in the two cultures, and then it is difficult to understand them. The idioms are divided into two categories according to whether the translation. The idiom adopts the use of absolute globalization or assimilation strategy to translate its connotation and make the translation complete and smooth, such as "Yugong Yishan (unremitting efforts)". Idioms with the original meaning are translated in language, such as "perseverance (resilience)".

3. Unity of the name and multiple translation of congratulatory words over the years

3.1 Unified translation name of new words

In 2013, the General Secretary put forward the concept of "community with a shared future for mankind", which aims to accommodate the legitimate concerns of other countries while pursuing one's own interests, and promote the common development of all countries while pursuing one's own development. Three different translations were used in the message, the main difference being the translation of "destiny". Both the 2016 and 2017 translations used language translations, translating "destiny" into "destiny" and "fate" respectively. However, the 2018 translation treats "destiny" as "shared future", and the translation method is relatively neutral, which is easy to activate the framework of "future", "hope" and "joint efforts" of English-speaking audiences and generate positive cognitive feedback, and better realize the translation and communication of "political equivalence". (Kang Yifei, p123)

3.2 Multiple translations of figurative words and idioms

In addition to the commonly used strategy of absolute globalization, metaphor words with the same image in Chinese and British culture can also adopt assimilation strategies.

Eg1:这一年，我们锐意推进改革，啃下了不少**硬骨头**。（2015）

In the past year, we pushed forward reforms with strong commitment, conquered many hardships.

Eg2:我们向深度贫困堡垒发起总攻，啃下了最难啃的“**硬骨头**”。（2021）

We launched the final assault on the fortress of entrenched rural poverty, and cracked this "hardest nut".

The term "hard bone" belongs to Chinese culture and is a figurative term referring to a strong and unyielding person or a difficult task. "Cracked a lot of hard bones" in 2015 refers to the government's efforts to solve many difficult problems through reforms in the past year. The translation of "hardships" here not only retains the connotation of the culturally exclusive item, but also conforms to the context. In 2021, the "hardest bone to crack" is more concrete, specifically referring to the matter of "getting out of deep poverty", and the assimilation strategy is translated as the English cultural term "hardest nut" to make it easier for readers to accept. The Oxford Dictionary defines the word as "a difficult problem or situation to deal with a person who is difficult to deal with or to influence." When translating extended idioms, the absolute world is used. When the same idiom is used in the text, the language translation strategy can be adopted.

Eg3:这些年，我去了全国14个集中连片特困地区，乡亲们愚公移山的干劲，广大扶贫干部倾情投入的奉献，时常浮现在脑海。（2021）

These years, I have visited 14 contiguous areas of dire poverty. The unremitting efforts of the folks and the wholehearted contribution of the poverty-eradication cadres often come to my mind.

The function of vocabulary in the original text and the meaning of the vocabulary itself will affect the translation. The meaning of idioms and figurative words changes with the context, and the translator can change the translation flexibly to reflect the need of language diversity, so the translation is full of change.

4. Summary

On the whole, the retention strategy is adopted in translation to convey Chinese characteristics, and its evolution reflects the rigor of translation and the continuous development and improvement of the translation of cultural words with Chinese characteristics. When translating cultural words with Chinese characteristics in political texts, it is necessary to comprehensively consider textual and non-textual factors, properly deal with linguistic and cultural differences, and improve the accuracy and effectiveness of external publicity.

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