

A Study of Cultural Artistic Conception Related Texts under the Consideration of Relevance Theory

Jinting Teng

Guangxi University of Chinese Medicine Foreign Language Department, Guangxi Nanning 530200

Abstract: Relevance theory is a cognitive pragmatics theory. Its application provides explicit reasoning activities for interpreting the source language (intralingualism or interlingualism) under the framework of relevance theory. From the perspective of communication, cultural images are the crystallization of civilization wisdom, through which people transmit the information covered. This paper discusses the relationship between relevance theory and translation, and tries to find ways to improve the translation of cultural artistic conception texts under the consideration of relevance theory.

Keywords: Relevance Theory; Communicative Perspective; The Text Research; The Improvement of Translator Level

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1. The Introduction of the Theory

According to Sperber and Wilson, every aspects of communication and cognition is governed by the search for relevance. Sperber & Wilson (1986/1995: 260) proposed two principles of relevance. The first principle is the cognitive principle, which states that “humans seek to maximize relevance.” Sperber & Wilson believed that human cognition tends to maximize relevance, which means that human cognitive resources tend to be allocated to the processing of the most relevant external input (i.e. stimulus) and internal input (i.e. assumption). The communicative principle, the second relevance principle (the relevance principle referred to in general refers to the communicative principle), is based on the cognitive principle.

What's more, Artistic conception is first of all the fusion of “emotion” and “scene”. Artistic conception is the integration of the artist's thoughts, aesthetic concepts and aesthetic ideals with objective objects. The thoughts, concepts and ideals contained in this “thought” are not abstract concepts, but intertwined with the artist's emotions. This means that, from the point of view of the theme, the “meaning” in “artistic conception” is not a kind of pure emotion and mood, but in the feeling of rational, rational feeling. Because of reason, love makes “meaning” profound and universal, and reason makes “meaning” have the power to move people's soul.

From communicative Perspective, the theoretical basis is like that: Communication refers to the communication between people, usually refers to the process of two or more people exchanging opinions, feelings and information through language, behavior and other expressions. The process of understanding in communication consists of two stages:

(a) Decoding is to extract information according to symbols, and the connection between information and symbols is realized through language codes.

(b) Reasoning, which is the process of drawing conclusions from presupposition relations using linguistic, logical and encyclopedic knowledge. Ostentation is the task of the speaker, while reasoning is the task of the hearer.

2. Cultural Artistic Conception

“Learning from nature” and “travel thousands of miles” are the fundamental ways for artists to create artistic conception. In works of art, the “emotion”, “principle”, “qi” and “frame” contained in the subject's “meaning” are not created out of thin air. They come from real life, from the real experience of the universe, life and society. For artists, they must also translate the true feelings they

experience into the “artistic conception” in their works through artistic language, so as to obtain the universality that can be conveyed. That is, to create a bright and vivid artistic image, so that the work has a strong appeal.

3. Examples

The author of this paper will take two poems as examples. The writer of the first poem is Su Manshu. Su Manshu (1884 ~ 1918), a modern writer, poet and translator.

On the balcony of the tower
I play my flute and watch
The spring rain.
I wonder
If I ever
Will go home and see
The tide bore
In Chekiang River again.
Straw sandals, an old
Begging bowl, nobody
Knows me. On how many
Bridges have I trampled
The fallen Cherry Blossom?
(Tr. K. Rexroth)

The Cognition Principle----Human cognition tends to be geared to the maximization of relevance. While the Communicative Principle: Every act of ostensive communication communicates a presumption of its own optimal relevance; “Artistic conception” is a kind of hazy beauty; we will find that the poem contains the desolate life of the poet and the loneliness of the future full of hesitation and confusion. “I play my flute and watch the spring rain” first creates a sad and confused realm in the rain: The poet leans on the small building of the Japanese folk house in the misty drizzle, listening to the Shakuhachi Xiao playing the song “Spring Rain”, which brings out the poet’s endless nostalgia. “Spring rain” refers to both the spring scene in reality and the name of the music flute played by flute, a pun. “When to see Zhejiang tide?” It refers to the sound that caused him to miss his homeland, but also to the revolutionary trend of thought in China at that time. “Straw sandals, an old begging bowl, nobody knows me” points out the poet’s own monk identity, but also implies the poet’s sad life. “How many Bridges have I trampled the fallen cherry blossom?” It tells the sadness of life and the sense that life is like a dream. In Japan, the cherry blossoms are gorgeous and short. The poet walks alone in the clouds of cherry blossoms, and he does not know where to go. Su Manshu expresses his melancholy of homesickness and his understanding of life in a dreamy poetic landscape. He is a wonderful flower in modern Chinese literature with his gorgeous life.

Another example is:

Encountering a Snowstorm, I Stay with the Recluse of Mount Hibiscus
Liu Changqing
Dark hills distant in the setting sun,
Thatched hut stark under wintry skies.
A dog barks at the brushwood gate,
As someone heads home this windy, snowy night.
(Tr. Dell R. Hales)

Meaning: As the evening descends on the mountains, the longer the journey, the colder the day, the poorer the thatched house. Dogs barking suddenly came from outside the “chaimen”. The family who had gone home in the snowy night came back.

This poem uses a very condensed pen to describe a night stay in the cold mountains with tourists sleeping at night and mountain family style snowman as the material. The first sentence is about what the traveler felt while traveling on the mountain road at dusk. The second sentence is about what he saw when he arrived at the lodging house. The last two sentences are about what he heard when he arrived at the lodging house at night. Each poem forms a separate picture, yet it is connected to each other.

4. Tips for Improving Translation Quality

4.1 Pay Attention to the Standards of Cultural English Translation

We know that from the perspective of source language and target/receptor language, translation can be divided into two categories.

ries: native language translation into foreign language and foreign language translation into native language. For example: 他的生活总是超过他的工资 (He always lives ahead of his salary) ——The English translation of this sentence is completely literal and difficult for the reader to understand. So be aware pay attention to the standards of cultural English translation.

4.2 Translators Take the Initiative to Broaden Their Horizons to Expand Their Knowledge.

In addition to having a profound language foundation, translators should also take the initiative to constantly learn and dabble in new knowledge with a broad horizon. Translators should not only deepen their own fields of expertise, but also understand the subject knowledge of politics, economy, science and technology, history, geography, local customs and other aspects to strengthen their comprehensive language ability. Translators should not only understand linguistic knowledge, translation skills and theories.

In the words of Zhang Peiji et al., the author-and-reader oriented translation principle is: “The so-called fidelity first refers to the content of the original work”. The translator must express the content of the original text completely and accurately without any tampering, distortion, omission or castration or arbitrary addition or deletion.

4.3 Be Aware of the Influence of Computer Translation

With the rapid development of information technology, various translation tools emerge in an endless stream, which is undoubtedly an advantage for translators. However, it cannot form a kind of dependence. Translators can analyze the materials from the perspective of reference and application. In the process of translating literary works, using effective information technology can promote the accuracy and efficiency of translation. The key lies in how the translator uses it. In addition, due to the openness and mutual assistance of the network information platform, translators can use the Internet to enhance their understanding of regional cultural customs, religious beliefs, food culture and other contents, and enhance the translation of literary works to enhance more translation ideas and effectively enhance the accuracy and quality of translation. In the actual application process, translators can draw on translation methods for different types of works and provide powerful help for their own translation.

4.4 The Perspective of the Translator’s Self-improvement

In terms of translators, the author believes that translators have the arbitrariness of applying translation professionals

First, regardless of the factor of talent, a qualified translator should maintain bilingualism or even multilingual ability above the professional average level, especially his mother tongue level should be at and maintain a high level among native speakers. This ability can only be maintained and improved through a lot of acquired, or even a lifetime of unremitting accumulation and practice.

What’s more, translators should pay attention to cultivate their cultural literacy and language sensitivity through continuous learning, and master the laws, methods and skills of translation skillfully.

Last but not least, translators should have good professional ethics and obtain professional qualification certificates. The certificate to authenticate their abilities and find out their shortcomings.

5. Conclusion

Relevance theory is the theoretical basis of cognitive pragmatics, whose purpose is to identify the internal mechanisms existing in human psychology and thus explain the ways of human communication. Association proposes an explicit-inferential communication model (ostensive-inferential model), which replaces the traditional code model. Cultural artistic conception image is the essence of culture, its connotation is far-reaching.

In addition, language is the carrier of literature, whether you can use a language at a higher level is also to test whether a person’s literary skills are profound, translators need to read more classics and in-depth understanding. The translator must insist on reading widely and focus on learning excellent literary works in both languages. The quintessence of Chinese works, such as the Twenty-four Histories, the Hundred Schools of Thought, the Four Great Novels and the essays of modern and contemporary masters; the best works of the English language, such as the works of Shakespeare, romantic and realist writers. That’s how people translate convincing works.

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About the author:

Jinting Teng , female, Zhuang nationality, Guangxi Nanning, postgraduate degree, lecturer, research interests include business English and Translation.