

Research on the Standardization Strategies of English Signs in Public Places from the Perspective of Eco-translatology

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Abstract: With the development of globalization, people's communication and interaction in different cultural backgrounds are becoming more and more frequent. As a transmission medium of cultural information, English signs in public places play an important role in promoting cross-cultural communication. However, due to cultural differences, language habits and other factors, the existing signs often have difficulties in understanding and communication barriers. As a new research perspective, eco-translatology emphasizes the consideration of the relationship between ecological environment and cultural background in the process of translation. The purpose of this study is to re-examine the standardization of English signs in public places from the perspective of eco-translatology. Through in-depth analysis of the use of signs in different cultural contexts, this paper puts forward standardization strategies that are closer to the target culture to improve the understandability and sustainability of the signs.

Keywords: Eco-translatology; Public place; English signs; Standardization strategy; Understandability

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Introduction

From the perspective of eco-translatology, this study explores the standardization strategies of English signs in public places. Through the analysis of the correlation between ecological environment and cultural background, this paper aims to propose how to formulate English signs norms in public places that are more in line with the principles of eco-translatology under the multi-context background, so as to promote cross-cultural communication and improve the understandability and sustainability of signs.

1. The Correlation between Ecological Environment and English signs in Public Places

As a medium of cultural communication, English signs in public places play an increasingly important role in the context of globalization. However, these signs often face the complex challenges of multi-cultural background and ecological environment. Eco-translatology provides a novel perspective to better adapt to diverse cultural and environmental needs by integrating ecological and environmental factors into the translation process. The principle of eco-translatology emphasizes the close relationship between culture and environment. The ecological environment of public places has a direct and profound impact on the expression and understanding of signs. For example, in ecologically sensitive areas, signs may need to put more emphasis on environmental protection and sustainability to guide people's behaviors and attitudes.

The ecological environment of public places is also closely related to the choice of language signs^[1]. Eco-translatology believes that language signs should be compatible with specific culture and environment in order to achieve more accurate information transmission. In different natural ecological environments, the expression of signs may need to take into account the local culture's unique cognition of ecology, so that the signs can better integrate into the local ecosystem. Eco-translatology is concerned with the

sustainable inheritance of culture. In public places, English signs are not only a tool to convey information, but also a carrier of culture. By considering the sustainability of the environment, we can develop more in line with the principles of eco-translatology, so that it can better serve the inheritance and development of culture. By examining the English signs in public places from the perspective of eco-translatology, we can understand their relationship with ecological environment more comprehensively. This correlation is not only reflected in the expression of language, but also related to the cultural adaptability, understandability and sustainability of signs, which provides theoretical guidance for normalizing the use of signs.

2. Eco-translatology Strategies for Standardization of English Signs in Public Places

2.1 The principle of cultural adaptability

As one of the basic principles of eco-translatology, cultural adaptability is particularly important in regulating English signs in public places. The principle of cultural adaptability emphasizes that the content and form of signs should be effectively understood in the target culture to avoid misunderstandings or cultural conflicts. In public spaces, this principle means that we need to have a deep understanding of the values, context, and linguistic characteristics of the target culture to ensure that signs can accurately convey the message.

The principle of cultural adaptability requires that signs be universal in different cultural environments. It does not mean that the signs should be completely consistent, but that the expression should be as widely understood as possible while respecting the target culture. In multicultural public places, signs should be designed to take into account users from various cultural backgrounds to make them more inclusive and universal. The principle of cultural adaptability also emphasizes the timeliness of signs. In the process of the continuous evolution of society and culture, the expression of signs needs to be constantly updated to adapt to the emerging cultural trends and values. This timeliness not only includes the choice of language, but also may involve the updating of images, symbols and other elements to ensure that the sign can still be effectively understood at different points in time. The principle of cultural adaptability plays an important role in the standardization of English signs in public places^[2]. By fully considering the characteristics of the target culture and pursuing universality and timeliness, we can formulate signs that are more in line with the principle of eco-translatology to improve their adaptability and understandability under the multi-cultural background.

2.2 The principle of multi-context sustainability considerations

The principle of multi-context sustainability considerations is an essential principle in regulating English signs in public places. This principle emphasizes that the design of signs should consider sustainability in different contexts to ensure its effective communication function in long-term use. The principle of multi-context sustainability considerations requires that the language of the signs should be as concise as possible to avoid the use of overly technical or complex vocabulary to ensure that it can be quickly understood by a broad audience. In multi-context public places, users may come from different language backgrounds, so the simplicity of language expression helps to improve the universality and sustainability of signs.

The principle of multi-context sustainability considerations requires that images and symbols of signs should be designed with cross-cultural adaptability. The use of easy-to-understand images and symbols not only bridges linguistic differences, but also improves the sustainability of signs in a multi-context environment. It involves in-depth research on the cognitive and understanding levels of specific symbols in different cultures to ensure that the use of images and symbols has a wide range of adaptability. The principle of multi-context sustainability considerations also relates to the updating and maintenance of signs. In different contexts, the social and cultural environment may change over time, so the signs need to be reviewed and updated regularly to maintain their sustainability in different contexts, which may include the adjustment of language expression, the update of image symbols and other aspects of work. Through concise language, cross-cultural image design and regular maintenance, we can ensure that signs have a lasting effect in a multi-context environment, thereby improving their sustainability.

2.3 The principle for the application of ecological cultural symbols

In the standardization of English signs in public places, the application of eco-cultural symbols is a key principle. By adopting eco-cultural symbols, we are better able to integrate environmental concepts and cultural characteristics into the signs to promote public awareness and participation in sustainable development. The application of ecological cultural symbols requires us to deeply understand the target culture's unique cognition for ecology. Different cultures have different understandings of environmental protection and ecology, so when using symbols in signs, it is necessary to ensure that these symbols have clear environmental connotations in the target culture. Through communication and cooperation with local communities, we can more accurately select and use ecological symbols that are in line with local cultural characteristics.

The application of ecological culture symbols should be innovative. In order to arouse the public's attention and stimulate positive

behavior, the ecological cultural symbols in the signs should not only conform to the cultural tradition, but also have certain creativity and attraction. Through innovative design, ecological cultural symbols can better convey the concept of environmental protection and guide people to form good environmental behavior habits in public places. The application of eco-cultural symbols should take into account their universality in multiple contexts. By selecting ecological symbols that are universal across cultures, we can ensure that the signs convey a similar environmental message globally to enhance the international adaptability of the signs. Through in-depth understanding of the target culture, innovative design, and consideration of the universality of multi-context, we are able to better integrate the principle of eco-translatology and standardize the application of signs, so that they are more relevant to local culture while conveying environmental ideas.

3. Assessment of Understandability and Sustainability

In the process of standardization of English signs in public places, it is very important to evaluate their understandability and sustainability. This process aims to ensure that the signs can still be widely understood in long-term use, while having sufficient flexibility to adapt to different cultural and environmental changes. The assessment of understandability needs to take into account the linguistic competence and cultural background of the target audience. Through user research and feedback collection, we can understand the language habits and cultural cognition level of different user groups. Based on those information, linguistic expressions and cultural symbols of signs can be adjusted to improve their understandability among specific audiences^[3]. The assessment of sustainability needs to consider whether the design of the signs is flexible enough to adapt to environmental and cultural changes.

Conclusion

In general, this study provides a systematic strategic framework for the standardization of English signs in public places, aiming to promote signs to better adapt to the ecological environment in a multi-cultural context and achieve more efficient and sustainable information transmission. This framework provides a useful reference for future research and practice in related fields.

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