

# **Application of Newmark's Communicative Translation Theory in the Introduction of Scenic Spots in Hubei Province: A Case Study of the Changjiang Civilization Museum**

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**Abstract:** This paper takes the introduction of the Changjiang Civilization Museum as an example to analyze the application of the communicative translation theory in translation of scenic spots. The translator should pay attention to the informative and vocative function of the introduction of the scenic spot. Considering the needs of the target readers, the translator can make appropriate adjustments to the content of the original text and structure of the language to realize the communicative function of the translated text, and promote the external communication of the Changjiang Civilization with bringing the subjectivity into full play.

**Keywords:** Communicative Translation Theory; Changjiang Civilization Museum; The Introduction of the Scenic Spots

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## **1. Introduction**

Peter Newmark, a British translation theorist, has put forward that "most texts are given priority to one function and have two other functions at the same time, so the translator must first determine the main function of the text in order to take corresponding translation strategies"(Peter Newmark, 2001). As a kind of external publicity material, tourism text aims to stimulate tourists' interest in visiting and enhance their understanding of foreign culture. According to Newmark's classification, tourism texts should belong to those with the main function of calling and the auxiliary function of information (Liu, 2013, p.160). The introduction of scenic spots belongs to the category of tourism text, which is a kind of common applied text and contains a wealth of information. Taking the introduction of the Changjiang Civilization Museum that is the famous scenic spot in Hubei province as an example, this paper analyzes the translation of the introduction of the scenic spot with the application of the communicative translation, which can not only deepen the understanding of Newmark's translation theory, but also provide some references for the translation of tourist texts.

## **2. Communicative Translation Theory**

Newmark (2001) thought the main problem in translation theory and practice is the divergence between loyalty to the source language and catering to the target language. In order to solve this divergence, he put forward semantic translation theory and communicative translation theory.

Semantic translation focuses on exploring the thought of source authors, and in the process of translation, it is necessary to preserve characteristics and expression of the original language. Communicative translation emphasizes on communicative application. In the process of translation, attention should be paid to the comprehension of target readers and the effective transmission of information. The basic unit of communicative translation is sentence or paragraph, which requires the translation to be subjective and easy to understand and communicate.

## **3. The Application of Communicative Translation Theory in Introduction of Scenic Spots**

The following will take the English version of the brochure of the Changjiang Civilization Museum as an example to

illustrate the applicability and limitations of the communicative translation theory in introducing scenic spots. Only using communicative translation may affect tourists' understanding without representing the local culture of scenic spots. Sometimes, the semantic translation can be used in the translation of scenic spots.

### 3.1 Applicability of Communicative Translation Theory in English

#### Introduction of the Changjiang Civilization Museum

The main function of the introduction is to provide tourists with information about scenic spots and arouse tourists' desires. If one-sided emphasis is placed on equivalence and fidelity at the linguistic level, the successful realization of cross-cultural communication will be hindered. Therefore, the translation must be reader-centered by using communicative translation.

Example 1: It started to be built on November 13, 2013, and completed on September 25, 2015, thus becoming the first museum exclusively for a river civilization in China.

According to the difference of thinking mode and aesthetic taste behind the two languages, flowery rhetoric can often be found in Chinese language, which is in marked contrast to the concise and logical expression of English (Yang, 2020, p.106). In the second sentence of the original text, "breaking the earth to start," "opening up" and "filling the gap" are in line with the Chinese idiom of four-character phrases. "'Breaking the Earth" translates into "started to be built," "closed open" translates into "completed," and the second sentence means that this museum is the first museum exclusively for a river civilization in China. In the translation, Newmark's communicative translation theory are used, the acceptance of target readers is considered. The original information can be accurately conveyed, the core meaning can be quickly understood, so as to achieve the purpose of communication.

Example 2: The Changjiang Civilization Museum not only brings its visitors great visual feast to uplift their spirit, but will also become a new window to present the Changjiang civilization, a new icon of Wuhan's image, a new spot for sightseeing, and a new stage for Chinese civilization promoting.

The introduction of the scenic spot has very Chinese language characteristics, many phrases, semantic repetition. Chinese is used to be straight-forward descriptions, while English is more used to use long sentences to express a complete meaning group. The translation takes The Changjiang Civilization Museum as the subject, integrates the meanings of several phrases in the original text into a long sentence, adopts the method of "reorganizing and deleting" to make the translation more in line with the reading habits of the target language readers. The meaning expressed in the expression of "great mental shock and fierce spirit flying" is to make people excited, so the translation into uplift their spirit is concise and clear.

In the second sentence of the original text, "with its growing step" and "a new position for safeguarding the basic cultural rights and interests of the people" are two sentences with Chinese characteristics. For foreign readers, there is no such concept. Therefore, the translation is translated into a new window to present the Changjiang civilization, which briefly expresses the Yangtze River civilization in the library. It can attract tourists to understand deeply and achieve the purpose of communication.

Example 3: With the theme "the Changjiang River, a Journey of Civilization", the museum exhibition falls into three parts in three different halls connected by the thread of water nurturing human beings, human beings creating civilization, and civilization assimilating into the ecological environment. It unfolds to the visitor the ecological, cultural and economic aspects of the river in a three-dimensional way.

As mentioned later, the three exhibition halls of the Changjiang Civilization Museum-the natural hall, the humanities hall, and the experience hall-have added a sentence to the translation. The exhibition halls are divided into three parts, using Newmark's communicative theory, not confined to the order and format of the original text, so as to make the translation consistent and conform to the reading habits of the target language readers (Li, 2020). "Ecological Yangtze River, Cultural Yangtze River and Economic Yangtze River cannot be literally translated. The three words of omni-directional, multi-perspective and three-dimensional are in line with the expression habits of Chinese. If all the words are translated, they appear to be tedious and do not conform to the reading habits of the target language readers. Therefore, a three-dimensional

way is translated to make the version become simple and clear.

## 3.2 Limitations of Communicative Translation Theory in English

### Introduction of the Changjiang Civilization Museum

In the introduction of the Changjiang Civilization Museum, the limitations by using the theory of communicative translation should be considered. Too much emphasis on the transmission of information will cause the errors and omissions. In this case, it is necessary to use semantic translation theory properly.

Example 1: The Museum is a public cultural institution for collecting, displaying and studying all the things related with ecology and civilization of the Changjiang River.

By using the theory of communicative translation, the translation of the core geographical position of the Changjiang Civilization Museum is omitted, which can't make foreigners get the information clearly. In order to accurately reproduce the meaning of the original text, both the content and the form of the original text are consistent with the original text, it is necessary to use Newmark's semantic translation theory here. We can use the parenthesis to make supplementary explanation, and elaborate its core geographical position of the Yangtze River civilization museum, so that the meaning of the original text can be accurately reproduced, therefore, the full sentence can be translated into "Located at the heart of the Garden Expo Park (No.8 north Yuanboyuan Road, Dongxihu District, Wuhan City), the Museum is a public cultural institution for collecting, displaying and studying all the things related with ecology and civilization of the Changjiang River."

Example 2: With a collection of cultural relics from different cultural varieties along the Changjiang River, the second part in the Cultural Anthropology Hall highlights the historical civilization of the Changjiang River.

"Zang" is the abbreviation of Tibet and "Dian" is the abbreviation of Yunnan. Bashu refers to Sichuan Basin and its nearby areas. "Wuyue" refers to areas along the Zhejiang Province. The Changjiang Civilization Museum is divided into three exhibition halls, all of which show the humanistic landscape of the Yangtze River Basin. But each exhibition hall has its own characteristics. By using the concept of communicative translation, the connotation of showing historical civilization of the Yangtze River Basin can be translated. Therefore, the full sentence can be translated into: The second part named "Apperceiving Civilization" in the Cultural Anthropology Hall highlights the historical civilization of the Changjiang River with a collection of cultural relics from Yunnan and Tibet, Sichuan and Hubei, and Jiangsu and Zhejiang respectively.

## 4. Conclusion

On the basis of discussing the main features and functions of the introduction of scenic spots, this paper expounds the connotation of communicative translation, and applies it to the introduction of the Changjiang Civilization Museum. On the one hand, the translation accurately translates the cultural information of the original text through the use of the concept of communicative translation to achieve the equivalence of transmitting information. On the other hand, the translation contains a sense of target audience, and the reading habits and cultural thinking of the target readers should be considered. In addition, some problems in the translation of the scenic spot are found through the analysis of the translation. In the English translation of the introduction of scenic spots, using only the communicative translation may affect the understanding of tourists, and the features of scenic spots may be difficult to be embodied.

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