

considered only on condition that the sponsoring nations implement such systems on their cartographical products;

(2) States should refrain from revising systems previously adopted for international use.

2. Chinese *Pinyin* System

The Modified Wade-Giles transcription (1892) was previously one of the most well-known systems of rendering Chinese syllables, especially in English-language texts.

The United Nations conference approved the Scheme for a Chinese Phonetic Alphabet (*Pinyin*) in 1977 for the Romanization of Chinese geographical names on the Third United Nations Conferences on the Standardization of Geographical Names in Athens. It is confirmed in the form of laws in China and acknowledged in the world. In 1987, the Geographical Names Board of China promulgated “ A Ban on Applying Wade-Giles Transcription and Foreign Languages in Geographical Names”. “Basic rules for Chinese *Pinyin* Orthography” announced in July 1988 emphasized that the standard for all the proper names orthography should be Chinese *Pinyin*. On October 31st , 2000, the 18th Conference of the Standing Committee of the Ninth National People’s Congress adopted “ the Law of National General Language of People’s Republic of China.” It is stipulated in the law that Chinese *Pinyin* Scheme is the general standard of the Chinese literatures, and is applied in any fields where Chinese Characters are not conveniently used. This law affirmed the legality of the standardization of Chinese geography name Romanization.

The specific principles of Chinese geography name orthography include the following:

(1) The specific name and the generic name are transliterated in Chinese *Pinyin* separately, for example: Dadu He(大渡河), Miyun Shuiku (密云水库), and Jialing Jiang (嘉陵江), etc.

(2) The geographical name of the natural village should be transliterated as a whole. We can see the following examples: Jiuzhaigou (九寨沟), Huanglongxi (黄龙溪) and Hongyuan(红原), etc.

(3) The generic name which is transferred into one part of the specific name should be transliterated as a whole with the specific name. Here are some examples: Bohai Wan (渤海湾), Chengdu Shi (成都市), and Lucheng Zheng (炉城镇), etc.

(4) Person's name in the geographical name should be transliterated as a whole. Let's see the following examples: Zhongshan Shi (中山市), and Zuoquan Xian(左权县), etc.

(5) The numeral in the geographical name is usually transliterated in *Pinyin*, for example: Jiuyan Qiao(九眼桥), Sanwayao (三瓦窑), unless it indicates the order or as a code, such as "Jiangnan 1-Qiao(江汉一号桥), and "Taiping 1-Cun(太平一村)".

(6) The syllable begins with "a,e,o" but is not the first of one part of the geographical name should be separated by the sign "'", as in "Xi'an (西安)", "Ya'an (雅安)" and "Jia'ou(建瓯)".

(7) The geographical names of minorities are transliterated on the basis of their pronunciation in the local dialects, like "Lhasa(拉萨)", "Himalaya(喜马拉雅)", and "Hohhot(呼和浩特)", etc.

(8) The initial of each part should be capital.

(9) The adjective or Noun of locality in the geographical name should be written as a whole if it is monosyllabic, or written separately if it is disyllabic or polysyllabic. Let's see the following examples: Jinshan Houjie (景山后街), Dongzhimenwai Dajie (东直门外大街), and Nanshuiguan Hutong (南水关胡同), etc.

6.2.2 Suggested Translation Strategies for Geographical Names

The general standard and principle of geographical name translation applied by the authorities is transliteration, but such a direct translation cannot

solve all the problems. The most validity of translation lies in accordance of both the intentions of the source text and expectations of the audience. In other words, the geographical name translation needs to not only transmit both the semantic information and the cultural connotation, but also make the geographical names convenient for foreigners' understanding and using.

The biggest advantage of transliteration is the convenient communication between foreigners and ordinary Chinese people who do not know foreign language. One can imagine that when a foreigner inquires the place from a passer-by, the most effective way is to pronounce the geographical name in *Pinyin*. From this angle, the single Romanization system is effective in avoiding the confusion in inter-lingual communication. Therefore, the geographical names on maps and guide signs ought to be transliterated directly. In accordance with this, the bus read the *Pinyin* of the geographical name when it arrives at a stop.

But does the method of transliteration meet both the intentions conveyed by the geographical name and the foreigners' expectations in the light of the theory of relevance. One cannot give a positive answer. Some geographical entities are named after the construction projects, for instance, bridges, tunnels, airports, and so on. The transliteration of such geographical names cannot convey the actual meaning of the names, but rather cause more misunderstanding. Apart from this, the geographical names of administrative areas usually have not the function of indicating the places; hence the geographical names of administrative areas need not to be transliterated only for the benefit of oral communication. Some geographical names with hospitals, museums, schools, stadiums and other public areas also refer to some larger areas. Apart from the above, some geographical names which were translated in terms of Wade-Giles have stricken root in the hearts of the people, especially foreigners. For example, “北京” is translated into “Peking”; “澳门” is translated into “Macao”; “长江” is translated into “the Yangtze River”.

As is noted in the above section, the standard of translating geographical names is to make the intentions and the expectations meet. To achieve this,

geographical names ought to be translated not only in accordance with the international and national laws and rules, but also for the validity and convenience of the communication. Therefore, the principles of geographical name translation are varied in different situations for different purpose.

Some translation strategies are suggested to be applied into geographical name translation as following listed:

1. Transliteration

The geographical names for indicating places, such as those on street signs, including those in minority nationality regions, are transliterated into *Pinyin* according to the national rules. In order to provide exact and all-round information about the places, the generic names which refer to actual geographical entities like “road”, “avenue” or “alley” ought to be translated into English in the brackets; as to those generic names which have no actual counterparts, the English translation can be omitted, but it is better to annotate the category of the accrual geographical entities of the places in English. Look at the following examples:

友谊路 Youyi Lu (Rd.)
永宁巷 Yongning Xiang (Alley)
西湖大道 Xihu Dadao (Ave.)
竹叶海 Zhuye Hai (Lake)

2. Transliteration + Free Translation

The geographical names of administrative areas are translated separately. The specific name is transliterated into *Pinyin*, while the generic name is translated into English; if the specific name is monosyllabic, the generic name should be regarded as one part of the specific name and translated into *Pinyin* first, then translated into English. Look at the following examples :

黄陂县 Huangpi County
郟县 Yunxian County
九寨沟 Jiuzhaigou valley
恒山 Hengshan Mountain

3. *Pinyin* plus Explanation

While street names can use *pinyin* directly, place names in tourist attractions often carry profound cultural heritage. Tourist attractions serve as a platform for foreigners to know China and Chinese culture. Foreign tourists come to places of interests in China to enjoy the beautiful view as well as to acquaint themselves with traditional Chinese culture. In this context, signs have a function of more than to direct; they also introduce the Chinese culture to foreigners and provide them with culture background information—the two functions are equally important and both of them should be realized in the target language. The names of scenes or places of interest may contain long-standing anecdotes, legends or historical events about the tourist destinations. It is quiet difficult for foreigners to connect the exotic *Pinyin* to its cultural connotation. And *Pinyin* translation alone cannot ensure an achievement of culture dissemination. Therefore, an explicit explanation should be added to help foreign tourists get a better understanding of the name and the tourist resort. In this way, *Pinyin* and the free translation, which serves as an explanation and interpretation, can be combined together. Look at the following examples:

鼓浪屿 Gulangyu (Drum Wave Islet or Island)

大观园 Da Guan Yuan (Grand View Garden),

白帝城 Bai Di Cheng (White King City)

4. Free Translation

With regards to the geographical names in scenic spots, the translation must reflect the geographical and cultural features as well. Free translation is better applied here. Nevertheless, the translated name cannot be too long, and the translated name cannot be changed frequently once it is determined. Let's look at the following examples:

颐和园 the Summer Palace

万寿山 Longevity Hill

Those names can provide more information about the places and inspire

the greater interests of the tourists as well. By the same token, “the Yellow Crane Tower” is better than “Huanghe Lou”(黄鹤楼); “the West Lake” is better than “Xi Hu”(西湖).

5. Adopting the Established Popular Names

The geographical names which were translated in terms of Ware-Giles and have been accepted worldwide for a long time can continue to be used. But in order to converse the old translation gradually, the standard *Pinyin* form of the geographical names can be listed alongside or in the brackets. Here are some examples:

乌鲁木齐	Urumqi
阿育王寺	Asoka Temple
清华大学	Tsinghua University
香港	Hong Kong
中山陵	the Sun Zhongshan Mausoleum (the Sun Yat-sen Mausoleum)

In summary, the general principle of geographical name translation is to be purpose-oriented. We should bear in mind that geographical name translation is not the text that is transferred, but the intended message, which should be expressed in order to be confined to the ST; rather, flexible methods should be adopted to ensure the achievement of the intended function and purpose in the target culture.





Chapter 7

Translation Strategies for C-E Tourism Signs

Being a type of public materials, tourist signs possess its distinctiveness. Tourist signs can be divided into two sub-categories: general public signs and public signs with Chinese characteristics. The public signs with Chinese characteristics here mainly include introductions to scenic spots and service facilities, tourist regulations, names of scenic spots and slogans in scenic spots. Some of them are informative public signs and others belong to the appellative public signs. They provide tourists with adequate information about scenic spots and publicize local culture of the tourist destinations in order to stimulate tourists' interests for traveling, increase their delight in tour and spread Chinese culture. However, we know that although the fields of Chinese public signs and their English versions are equivalent, their tenors and modes are different due to different cultural backgrounds of the respective readers of these public signs, which bring great difficulty into the translation. Thus, it is justified for the translators to adopt instrumental translation here, which attempts to produce equivalent effect by cultural adaptation and get a text that may achieve the same range of functions as an original text. In the following part, we will mainly discuss the translation strategies for the tourist signs.



7.1 Translation Strategies for Scenic Spot Names

Names of scenic spots give the initial information upon tourists' minds. Translation of names of scenic spots is of great significance, since the good first impression of scenic spots may trigger tourists to make their tours. It can be recognized that nearly all Chinese words can be part of names of scenic spots and these names usually carry rich cultural connotations. These names have their own features. They are often classic elegant in word choice, exquisite in rhyme, deeply meaning in moral.

7.1.1 Origin of Scenic Spot Names

Some names of scenic spots derive from historical allusions, some of them come from myth and legend, some of them are closely related to religion, some of them are poetic charmingly, and some of them are named after animals or plants. Table 7.1 will show us the origin of some Chinese scenic spots.

Table 7.1

Origin of Scenic Spots	Example
Sites with historical allusions	故宫 the Imperial Palace, 颐和园 the Summer Palace, 秦始皇兵马俑博物馆 Qin's Terra-cotta warriors and horses Museum
Sites with myth and legend	黄龙洞 Yellow Dragon Cave, 玉皇山 Jade Emperor Hill 水晶宫 the Palace of the Dragon King
Sites with religion	开元寺 Kaiyuan Temple, 八卦田 Eight Diagrams Field 五仙观 Wuxiang Temple (Five Immortal Temple)
Sites with poetic charm	三潭映月 Three Pools Mirroring the Moon, 南屏晚钟 Evening Bell Ring at Nanping Hill
Sites with animals	黄鹤楼 Yellow Crane Tower, 来凤亭 Alighting Phoenician Pavilion, 象鼻山 Xiangbi Shan (the Elephant Hill)
Sites with plants	桃花溪 Peach Blossoms Stream, 仙桃山 Peach Mountain, 红枫湖 Red Maple Lake

When translating names of scenic spots, many scholars advocate the principle that is transliteration-centered, supplemented with liberal translation or explanation. Under this principle, the target readers are able to know not only pronunciation of scenic spots in the source language, but also culture-specific connotation of these names.

7.1.2 Translation Strategies for Scenic Spot Names

In the process of translating, the translators should pay special attention to cultural connotations of these names since these names are normally of ancient origin and have developed for a long time. This is the fact that sometimes a scenic spot gets its name due to imagination or exaggeration in some literature works. Another reason is that some designated meaning in names of scenic spots are too general, which are not in accordance with characteristics or objects of these scenic spots. So it is suggested for a translator to adopt necessary alternation in an appropriate way. The following part is strategies for translating scenic spot names.

1. Transliteration

As long as the scenic spots were named after person's name, geographic name or verse and quotation, the transliteration strategy can be used to translate their names, which are person's name, geographic name or verse and quotation in Pinyin plus common name paraphrase. The direct use of the Pinyin for the scenic spot name is the simplest kind of tourist attractions translation, and it is also the most common form. To maximize the retention of the source language pronunciation of the text can expand the influence of the tourist attractions. It should be noted that part of the proper nouns marked with Pinyin do not have meaning, it is only considered as a morpheme units. Transliteration should take account of the phonology and English habits of pronunciation. There are some typical examples as the following shown:

Example 1: 台儿庄 Tai'erzhuang

Example 2: 武侯祠 Wuhouci

Example 3: 文昌阁 Wenchangge

In spite of its simplicity, disadvantage of this translation technique is obvious. Pure transliteration may mean nothing to the foreign readers if they have little knowledge about the Chinese language. What's more, cultural information can't be transmitted to the foreign readers effectively in this way. Thus pure transliteration is seldom used in translating the names of scenic spots. It is often used in combination with literal translation or explanation.

2. Literal Translation

Literal translation refers to the translation in which the translator conveys the intended information in the source text faithfully and need not make any adjustment in addition to the sentence structure due to the differences between Chinese and English.

Generally speaking, this strategy is normally employed in the translation of scenic spots which contain much essential information and there are not much special cultural contents in it. This kind of information is usually seen in hotels, tourism agencies, airline companies, etc. Moreover, the historical record of tourist attractions can also be categorized into this type.

Under this circumstance, literal translation can not result in the misunderstandings of the target readers. On the contrary, it makes them feel the translated text is abundant in essential information. The following examples illustrate this strategy well:

Example 4: 上海科技馆 Shanghai Science & Technology Museum

Example 5: 上千岛湖 Thousand Island Lake

Example 6: 清风亭 Cool Breeze Pavilion

All of the examples are typical literal translation, in which information and sentence orders of the source texts remain unchanged. From the examples we can see that, when the source language and the target language share the same structure of expressions for the information, literal translation is the most efficient method to translate the names of scenic spots.

3. Liberal Translation

Liberal translation refers to conveying the meaning and spirit of the original text without remaining the sentence patterns or figures of speech of the utterances. It emphasizes the “meaning” rather than the “form”. Due to the differences in cognition and culture between China and western countries, some scenic spots in Chinese can not get an equivalence of expression in the target language, and literal translation can not convey the real meaning of the original language, even may spend the target readers’ lots of time to infer the meaning of the translation and can not get the optimal relevance. Therefore liberal translation can be used to convey the meaning of the public signs, which makes the target readers understand the intended meaning of the translated scenic spots with unnecessary processing effort. Here are some examples with liberal translation:

Example 7: 稻香村 Paddy Sweet Cottage

Example 8: 夫子庙 Confucius Temple

Example 9: 望人松 Greeting-Guest Pine

In summery, liberal translation is widely used in translating the names of scenic spots, especially when no corresponding expressions of the originals can be found in the target language and literal translation can transmit the information and realize the intended functions of the texts effectively.

4. Transliteration plus Liberal Translation

Generally speaking, the names of scenic spots consist of two parts: proper names and general names. Usually proper names are viewed as specific objects of the spots and general names classify what category the spots belong to. According to the category of general names, scenic spots can be divided into natural scenic spots and artificial scenic spots. Generally speaking, general names of natural scenic spots are connected with geographical spots, while artificial ones are related architecture. Clearly, the general names always have specific meaning and they are often translated through liberal translation. However, sometimes the proper names can’t be translated into terse and short

English names through liberal translation. In that case, the translators often translate the proper names into Pinyin in order to retain original as they are. Here are some examples as shown in Table 7. 2.

Table 7.2

Types	Chinese Version	English Version
Artificial Scenic Spots	宝光寺	Baoguan Temple
	六和塔	Liuhe Tower
	龙门石窟	Longmen Grottoes
	莫高窟	Mogao Grottoes
Natural Scenic spots	洞庭湖	Dongting Lake
	千佛山	Qianfo Mountain
	趵突泉	Baotu Spring
	海螺沟冰川森林公园	Hailuogou Glacier and Forest National Park

5. Transliteration plus Explanation

Translation plus explanation is properly one of the most effective way in translation of the names of scenic spots. This means the translators can translate the names of scenic spots according to their Chinese pronunciation and then add explanation to explain their meaning and convey culture-specific information. On one hand, this way introduces Chinese *Pinyin* to foreign readers. The readers tend to acquire *Pinyin* and know the original pronunciation of the names of scenic spots and thus add their exotic experiences. In turn, the experience evokes their interest in Chinese culture. On the other hand, explanation helps the international readers understand the meaning and cultural connotation of the names of scenic spots so as to avoid culture obstacle. In this sense, this technique serves the informative as well as operative function of the scenic spots successfully. Therefore, transliteration plus explanation is a technique highly recommended in translation of the names of scenic spots. Let's look at the following examples:

Example 10: 虎跑梦泉 Hupao Meng Quan (Dreaming of Tiger Spring at

Hupao Valley)

Example 11: 月牙泉 Yueya Qun (the Crescent Lake)

Example 12: 鸣沙山 Mingsha Shan (Singing Sand Mountain)

Example 13: 浦东 Pudong (East Shanghai)

6. Transliteration plus Annotation

Annotation is an auxiliary technique used in translation to make up for the semantic vacancy produced by certain translation methods, such as transliteration and literal translation. Due to the drastic differences between the Chinese culture and the western culture, abundant Chinese words can hardly be literally translated into equivalent English words. As a result, transliteration is frequently combined with annotation to provide more detailed information about the names of scenic spots. In some names of scenic spots, both the proper name and the general name are monosyllable. In this case, the translators can translate the complete name through transliteration and then translate the general name plus annotation in order to avoid confusion. Here are some examples:

Example 14: 草海 Caihai Lake

Example 15: 西峡 Xixia Gorge

Example 16: 黄山 Mt. Huangshan

Example 17: 乌江 Wujiang River

7.2 Translation Strategies for Introduction of Scenic Spots

Besides the names of scenic spots, a large number of Chinese tourist materials, especially on tourist attractions, are also in urgent demand to be translated. Through offering information, adopting appropriate strategies and techniques, the translators make their efforts to cater to potential tourists' taste so as to attain its ultimate goal. In this case, both the form and style of the translated text can be safely sacrificed to its promotional purpose. For those

foreign tourists, the information is transmitted to them from a totally different culture, so in the translation, only when the cultural and linguistic factors are dealt with properly can the communicative functions be achieved successfully. As a result, the key point in transferring the source text information into the target text is the transmission of cultural information. In addition, as discussed above, the fulfillment of the intended functions of public signs is the prior principle for translation.

In the following part, different translation strategies for translating the introduction of Chinese scenic spots would be illustrated with statements and specific examples. The following examples are taken from brochures, pamphlets, tourist maps, guidebooks, hotel guides, souvenirs, public signs in tourist attractions together with materials from the internet.

7.2.1 Amplification

There are a lot of differences in the living geographical, historical and cultural aspects between Chinese native speakers and English native speakers, even if to the same thing, there may be very different understandings. Many cultural factors in the English language have no direct contrast. For some well-known Chinese historical events, characters, allusions and religious terminology, the Chinese people are very familiar with them, but foreign travelers may not know anything about them, and these tend to be necessary information for a foreigner to understand the tourist materials. Foreign visitors will not understand if there is no explanation. Therefore, when the original text is brief, and the direct translation can not produce the corresponding translation effects, the amplification strategy should be taken, that is to add some appropriate words on the basis of the target language according to the usage, extend the connotation of the original text, in order to enhance the infectivity of the translation appeal, and to lean close to the appreciation habit and reading psychology of the target language readers as close as possible. Amplification is not similar to the interpretation. The strategy of interpretation is to explain the literal meaning, while amplification is the addition of some words, sentences,

some relevant information and background information that the target language readers may lack by the translator during translation, it aims to make the translation easier for the readers of the target recipient to accept. Thus cultural amplification is frequently employed in the translation of historical figures, events, times of dynasties, places in the ancient names and the like so as to satisfy the foreign readers' comprehension about relevant background knowledge.

1. Amplification of Dynasties

As an ancient country, China stands a long history and witnesses the rise and fall of dynasties. Due to complexity of China's dynasties, many Chinese may not be clear about the exact time of these dynasties, let alone foreigners. Doubtlessly, dynasties get in the way to comprehend Chinese tourism materials for foreign tourists. Thus, necessary amplification to China's dynasties should be added in order to get rid of obstacle in understanding. There is an evidence from the following example:

Example 1: ……经过北魏、北周、隋、唐、五代、北宋、西夏、元等 11 个王朝 的不断开凿，现尚村壁画和彩塑的洞窟约 492 个。

Translation: ... Some 492 of the caves have superb murals and colored statues executed through 11 dynasties and kingdoms including the Northern Wei (386—534), Western Wei(535—536), Northern Zhou(557—581), Sui(581—618), Tang(618—907), Five Dynasties(907—960), Northern Song(960—1127), Western Xia(1038—1227) and Yuan (1271—1368).

The source text gives an introduction to the dynasties to show that Mogao Grottoes with a long history. Chinese tourists may not know the concrete time of the dynasties, let alone foreign tourists. So in the target text, some information in bracket is added. In this way the target readers can understand the sign easily because it provides adequate contextual effects for them.

2. Amplification of Historic Figures

It is well-known that China is an ancient oriental country with 5000-year history. There have been quite a lot of historical figures in the development of

Chinese history, As for Chinese readers, they are fairly familiar with these historical figures with their own cultural knowledge. But these figures may be totally strange for the foreign readers without necessary supplementary information. Thus, it needs mentioning for the foreign readers about the times, positions, social status or achievements of the historical figures.

Example 2: ……古迹有无足亲手传给六祖的衣钵，武则天的亲笔题匾，六祖手植的荔枝树等。

Translation: ...The Buddhism robe and alms used by the fifth successor to the founder of the Chan sect and secretly handed down to Hui Neng, and a board with inscriptions of Wu Zetian, an empress of the Tang Dynasty, are kept in the temple. A litchi tree planted by Hui Neng east of the temple is growing well.

In the source public sign, the author mentions the name of a very famous figure in history without any explanation of who “Wu Zetian” is. But “Wu Zetian” is unfamiliar to the western people. If only translated with Pinyin, the English version may make the target readers confused, because they have no or little knowledge about Chinese culture or history. Therefore, it’s important to add some information of “an empress of the Tang Dynasty” to provide adequate contextual effects for the target readers.

3. Amplification of Ancient Geographical Names

In different period of China’s history, the country has her own history and gives names to them. Some of ancient geographical names are so well-known that they are frequently found in Chinese tourism materials. Here is an example:

Example 3: 张骞出使西域

Translation: Zhang Qian is sent to Xiyu on a diplomatic mission. (Xiyu – the Western Regions, a Han Dynasty term for the area west of Yumenguan Pass, including what is now Xinjiang Uygur Autonomous Region and parts of Central Asia)

The amplification is necessary to indicate geographical location of Xiyu

and the scope it covers. Thus, the foreign tourists will not be puzzled about the obscurity where Xiyu is and successfully comprehend the content of the translation by amplification.

7.2.2 Analogy

Owing to great differences in linguistic and culture between two languages, sometimes it is hard to find cultural equivalence in the other language. Giving explanation usually is too wordy, not concise enough. Consequently, cultural blank or cultural gap comes into being. How to deal with the gap is always puzzling the translators. Analogy is a strategy effective in comparing an image in one culture vividly with the other image in the other language. It is therefore also called “cultural substitution”. Cultural substitution bridges the cultural gap successfully and effectively. Analogy is advantageous in cross-culture communication. Look at the following example:

Example 4: 故宫耗时 14 年，整个工程于 1420 年结束。

Translation 1: The construction of the Forbidden City took 14 years, and finished in 1420, 72 years before Christopher Columbus discovered the New World.

Translation 2: The construction of the Forbidden City took 14 years, and finished in 1420, 14 years before Shakespeare was born.^①

The first English version aims to North American market, while the second one targets at England and other European countries. As for the second English version, this translation makes a comparison between the completion year of the Forbidden City and Shakespeare’s birth year in an attempt to guide the tourists to associate it with the famous writer in western history, and thus they may feel less distant to a fresh culture. Generally speaking, analogy is a useful approach to remind the target readers of their familiar figures, stories, events, or years, thus making the translation understandable and acceptable.

① Bao Huinan, Bao Ang. Chinese culture and Chinese-English translation[M]. Beijing: Foreign Language Press, 2004: 152.

7.2.3 Restructuring

Restructuring, also called rewriting, means to adjust the content or structure of the source texts to increase the readability of the target texts. It is an important strategy of translation in that there exist great differences in the writing style of Chinese and English. In order to make the translation readable, understandable and acceptable by foreign tourists, it is crucial to make some adjustments in sentence structures or sequence of words. For example:

Example 5: 如鹰腾飞、如泉趵突，我们且踩着如歌的节奏认识这座美丽的城市——济南

Translation: Jinan is a beautiful city, famous for its numerous springs.

The above example clearly shows that Chinese always targets at arousing people's aesthetic feelings. The four-character phrases and decorative elements in the above example are typical features of Chinese, which is quite different from that of English. In these cases, if literal translation is used, the aesthetic effect still can't be perceived by the target language receptors, so the translator adopts the strategy of restructuring to make them readable by the foreign receptors. In conclusion, this chapter has discussed the requirements for the translators and proposed some strategies for tourism text translation by giving examples to cope with the existing problems based on the theory of Functional Equivalence. Due to the limit of space, it is impossible to list all practical and effective methods of successful translation. More often than not, one strategy is used together with others in translation practice.

7.2.4 Omission

In some instances, deletion of information is necessary in Chinese tourism introduction translation. As is known, Chinese tourism material is abundant in quotations from poems, proses, couplets, allusions, historical literature and so on, which doubtlessly add literary favor to tourist attractions. However, it should be acknowledged that these quotations actually just serve to introduce a tourist attraction and therefore are not of great importance. The majority of the

tourists aim to seek exotic cultural experiences rather than archaeology or other research. Very often, these quotations are complicated that do little help to appreciate beauty of scenic spots for foreigners but distract them, only push them nowhere. Under such circumstance, the strategy of omission is applied in the translation of Chinese tourism introduction. The following example will better illustrate this approach.

Example 6: 西安博物院简介

西安博物院位于今西安城南，占地面积 245 亩（约 16 万平方米），正式开放于 2007 年 5 月 18 日。院区以小雁塔为中心，整体由博物馆、小雁塔和荐福寺三部分组成，形成馆、塔、寺、园这种独特的建设格局。

小雁塔是唐长安城中著名皇家寺院荐福寺的佛塔，是全国第一批文物保护单位。寺建于唐睿宗文明元年（公元 684 年），塔建于唐中宗景龙年间（公元 707—709 年），距今已有 1 300 余年。唐代著名高僧义净曾在此主持过佛经译场。长安八景之一的“暮塔晨钟”就出自于此处。

博物馆是西安市一座标志性文化设施。由中国工程院院士张锦秋大师主持设计，曾被评为西安未来十大标志性建筑之一。馆区建筑面积 16 000 余平方米，馆藏文物 13 万多件，其中三级以上珍贵文物 1.4 万多件。

西安博物院集文物收藏展示、科学研究、古建筑保护、社会服务、文化交流、园林休闲为一体，虽地处闹市，但出则繁华，入则幽静，既是旅游的绝佳去处，也是进行文物鉴赏的高雅场所。

“神游东方文明之都，寻根华夏龙脉之旅！”

西安博物院欢迎您！

Translation:

Xi'an Museum

Located at south of Xi'an, 16-hectare Xi'an Museum was opened to public on May 18th, 2007. It comprises 3 sections — Exhibition Hall, Jianfu Temple and Xiaoyan Pagoda respectively.

Exhibition Hall — A Landmark of Xi'an

Designer: Zhang Jinqiu (a member of National Academy of Engineering)

Area: 16,000 m²

Collection: 130,000 pieces (14,000 are ranked as national 1st–3rd grade)

cultural relics)

Jianfu Temple — An Imperial Temple of the Tang Dynasty

Built-Up Time: AD 684

Former Function: a Buddhist scripture translation center

Xiaoyan Pagoda — One of the 1st-Grade Cultural Relic Protection Units

Construction Time: AD 707 – 709

Highlight: Morning Bell Chimes of the Pagoda

Welcome to Xi'an Museum, East Culture Adventure!

As can be seen, this is an introduction to Xi'an Museum, which consists of three parts, i.e. Exhibition Hall, Jianfu Temple and Xiaoyan Pagoda. The source text is long and tedious, containing a large quantity of information. There also exists redundant information which carries little importance to the foreign readers and the translation of which will add to the burden of the foreign readers, such as “西安博物院集文物收藏展示、科学研究、古建筑保护、社会服务、文化交流、园林休闲为一体，虽地处闹市，但出则繁华，入则幽静，既是旅游的绝佳去处，也是进行文物鉴赏的高雅场所。”

Compared with the Chinese version, this translation does much better in organizing information. Redundant information is omitted. It is so clear and concise in structure that the foreign visitors can easily get the basic information of the museum. In so doing, this version successfully fulfills the function of communicating information to the visitors. In a word, in order to realize the communicative function, a translator is supposed to fully comprehend the source text and then reorganize the information if necessary to make sure the key information finds its way and produce a target text catering for the foreign visitors.

From the above example, we can find the fact that omission helps the target readers get through cultural barriers, thus making the target text more understandable and accessible. However, omission is not done randomly and wantonly. The translators should keep in mind that only unnecessary or unimportant or redundant information can be deleted. Otherwise random deletion may cause oversimplification and thereof loss of information. In that

case, informative function of tourism introduction can not be fully acquired. So to speak, omission can only be employed where it is really needed and it is much better to generalize omitted part in order to create better cultural communication.

7.3 Translation Strategies for General Public Signs in Scenic Spots

As the above mentioned, there are a great number of public signs with Chinese characteristics. The functions of the public signs and the ways to achieve the functions determine the different translation strategies to be adopted. In order to avoid the communication barrier, some translation strategies should be applied in the course of translation.

7.3.1 Literal Translation

Literal translation means translating the surface meaning of the words, which is a common strategy adopted by many translators. Literal translation is a very significant way of translation, which is widely used in translation practice. About 70% of the sentences use literal way to deal with. With the permission of the linguistic context, literal translation not only conveys the content and style of the original text directly and accurately, but also fully sustains the original figure of speech and sentence patterns of the source text. It preserves the original intention of the text, and keeps the original use of language, syntax and diction. Because all human beings share the same unique things in the world, so we have the same cognition environments in some degree. However, not all public signs can be translated literally. Only when the source text language and the target text language are highly consistent at the language structure and the culture, which can produce the similar contextual assumptions, can the structure and content of the original text language be transplanted into the target text language. To put it another way, there is relevance between the two languages. When we are translating public signs,

literal translation is widely used in the translation of informative public signs which are to provide some directing information to the readers and here are some examples with literal translation:

- | | |
|----------|----------------|
| (1) 旅游巴士 | Tour Bus |
| (2) 风景区 | Scenic Area |
| (3) 参观路线 | Tour Route |
| (4) 投喂区 | Feeding Area |
| (5) 导览册 | Guide Book |
| (6) 免费项目 | Free Service |
| (7) 团队入口 | Group Entrance |

All of the above tourist public signs are literally translated. All of them are most related to the target readers' language and culture. The translator provides them with adequate contextual effects, so the target readers can understand it them easily.

Such tourist public signs are very common, and the words in Chinese are almost equivalent to those in English. The translator can adopt literal translation to make the target readers understand them easily by providing adequate contextual effects. There are some tourist public signs with the same structure in both Chinese and English. They can also be translated literally. Here are some examples:

- | | |
|----------------|---|
| (1) 遵守旅游秩序 | Observe the Touring Regulations |
| (2) 请沿此路上山 | Please Follow This Path to the Top |
| (3) 请保管好您的随身物品 | Please Take Care of All Your Belongings |

These sentences also use direct translation which is equivalent to the target language, so it gives the target readers adequate contextual effects. Therefore, literal translation provides the same contextual effects as the source text, so the target readers can get the same contextual assumptions and realize the optimal relevance with minimum processing effort. Direct translation is mostly used only when the source text language and the target text language maintain highly consistent at the language structure and culture.

7.3.2 Imitation

It's good for us to have corresponding standard English tourism public signs when translating them. However, things are not always the same. In many other situations, what should we do if we can not find a proper English counterpart? Imitation may be a good choice for dealing with this problem. Imitation means making a similar English version based on the existing English public signs or English famous quotations, proverbs and poetry so that the target readers can produce an approachable effect. Imitation is to use the similar elements existing in two different languages and culture to provide the target text readers with adequate contextual effects, so they can achieve the optimal relevance. Here are two examples:

Example 1: 桂林山水甲天下

Translation: East or West, Guilin Landscape is best

This is a well-known imitating tourism public sign from Wu Weixiong's translation, which is modeled on a famous English proverb, that is, "East or West, Home is best." By using imitating strategy, Guilin seems to be more attractive, this is a good example. By using a famous English proverb, the target readers can fully understand the meaning of a tourism public sign without difficulty.

Example 2: 给我一点爱, 还您一片绿

Translation: Love me tender, love me more, and you will have a green world in return.

This tourism public sign is imitating a famous English lyric song "Love Me Tender, Love Me More" (温柔地爱我, 甜蜜地爱我). The Chinese public sign intends to ask people to protect environment, and it leaves a deep impression on Chinese with their aesthetic and appellative expression. While translating the English version, the translator provides the target readers with adequate contextual effects by imitating the famous English lyric song. In this way, the target readers can have the same contextual effects as the source text readers.

7.3.3 Borrowing

Borrowing is a kind of direct translation. The ingredients of the source text language are replaced by “parallel” the target text language ingredients. This is also regarded as the simplest kind of translation, for it involves the transference of the source language into the target language without being changed in any way. In the process of translating public signs in scenic spots, there are parts of tourism public signs share the same context, function and communicative intention, so it's the best choice for these public signs to choose borrowing translation strategy for the standard expression of English public signs. Borrowing refers to borrow the existed English public signs expression when both the Chinese and the English share the same or similar meaning. Some standard public signs are shown in the following table.

Table 7.3

Chinese Signs	Standard Expression in English
咨询处	Information
表演区	Performance Area
览车	Cable Car
非游览区，请勿入内	Staff Only
请排队上车	Queue Up for the Bus
禁止露营	No Camping
非本园车辆禁止入内	Authorized Vehicles Only
请放下护栏	Please Lower the Guardrail

All these English tourism public signs in Table 7.3 are borrowed from standard expressions in English. The translators can borrow the English public sign expressions which are familiar to the target readers. If all these public signs are translated literally, the real meaning and the communicative intention of the Chinese meaning do not convey due to the difference in cognition environment. With borrowing translation strategy, the translator can reduce the

target readers' unnecessary processing effort.

7.3.4 Omission

When the source text contains some unnecessary information or words for the target readers' understanding of the public signs, or when some expressions may have negative effect or bring understanding barriers, it's better to omit some words or information in translation on the base of good understanding of the source text in order to have a concise translation. The feature of public signs is concise to give the target readers the most related information. Due to the differences in the two languages, Chinese tends to express the meaning by using complicate and euphemistic words, while English prefers to show the main information in a direct way. Therefore when the translator renders English tourism public sign, it's unnecessary to translate all the information or words, only choose the most related information which are optimally relevant to the target readers. There are mainly two types of omissions, that is, omission of flowery descriptions, omission of unnecessary and uncertain information. Here are two examples:

Example 3: 不得乱扔烟蒂,护林防火人人有责

Translation: Do not cast your cigarette ends everywhere. It's everyone's responsibility to prevent forest fire.

The public sign seen in many scenic spots is an inspiration notice with the intention and goal to warn and remind tourists of throwing their cigarette into garbage cans to prevent from fire. The translation version is grammatically correct by the method of mechanical word-for-word translation, but it seems much superfluous and stiff. So the translators should use chief key words to achieve a better communicative aim. By making suitable adjustments in their translation, the translators can break out the bondage of the original language and remove some useless information for foreign visitors to better serve for the target receptors. So the revised version can be "Being careful with your cigarette ends."

Example 4: 伸手出水,请勿拍打

Translation: Automatic Sensor

This translation of the public sign uses the omission strategy. This public sign is at the hand washing sinks which can be seen in the toilets in many scenic spots. The translation uses the liberal translation strategy and deletes the original information, because most hand washing sinks work automatically in western countries. The foreign visitors are familiar with the automatic device, thus they won't act the wrong things like some Chinese tourists. The whole Chinese sentence is not translated into English fully, which makes the English public sign briefer to the foreign tourists.

7.3.5 Supplement of Explanations

Chinese tourists are well-known of some public signs which contain the long history of Chinese characters but are presented in short forms. However, the target readers, who do not know Chinese culture and history very well, may be confused or lose interests in the places of interest. Some explanations usually should to be added for a clear understanding of the target readers in the translation. Also, the version should harmonize with the target receptors' intended principle of functionalism. By following the method it is effective that the foreign tourists would be more addicted to the information introduced about the scenic spots and historic sites. At the same time, the foreign visitors would get more and more interest to study more about Chinese culture.

Example 5: 曲江流饮

Translation: Floating-drink at Qujiang Lake

If “曲江流饮” is translated as “Poem or drink game at Qujiang”. The foreign visitors would not understand the relations between poem and drink game, and also confuse to the proper name Qujiang. To add some explanations to the translation is necessary enough for a number of foreign tourists who know little about this Chinese culture-loaded information. From the example above, it's better to add some more detailed information to achieve a better effect of the understanding of the omitted meaning in the Chinese public signs. So the correct version can be “Floating-drink at Qujiang Lake” or “Drink Game at Qujiang Waters”, in which both versions add the explanation for the proper

name Qujiang.

Also, sometimes adding the detailed information in the parentheses can make the meaning of a sign easily understood by the foreign tourists to get knowledge and understanding the meaning of Chinese public signs. For example, there is a sign reading “领票参观” outside the Shanxi History Museum. The public sign was translated into “Ticket Required for Visiting”. Local people are sure that people can get the free of charge tickets by valid identification such as student ED or ID card in the front of the ticket window and the Shanxi History Museum is open to the public for free now. However, the foreign visitors would not know how to get the ticket. So the translation of such public signs should add the useful information. The revised version is “Ticket Required for Visiting by Valid Identification: Student ED or ID Card”.

7.3.6 Zero Translation

A quandary is that we can find no corresponding English expressions with the Chinese public signs appearing only in China for its own domestic characteristics. Meeting with such a situation, the translators should think whether to translate or not. As for those public signs such as “文明参观”, “争做文明游客,共建生态景区”, “严禁随地吐痰、便溺”, “请您自觉排队” and so on, the translators should pay attention to the intended function and target readers.

Sometimes, the translation being more faithful to the original would make the worse influence and even could lead to culture misunderstanding and bad impression. All of these cases need the translator to have a solid command of the function prospective of the target text. A Chinese public sign printed “爱护设施,严禁洗手” on a drinking device in a famous tourism place in Xi’an is translated concisely into “Only for Drinking”, which shows the original intention and keeps away from the bad embarrassment.

In addition, tourism involves various fields, including relic, historic site, architecture, carving, sculpture, painting, calligraphy, custom, food and so on, and tourism in essence is a cultural experience. In the book *Translation in*

Intercultural Tourism, Jin Huikang, who has long engaged himself in the study and practice of tourism translation, discussed the term “cultural tourism” and “tourism culture” and restated the importance of cultural factors in tourism translation.

On the whole, to achieve the expected functions and purposes of the target tourist text, translation should follow the reader-oriented principle, taking into account sense of texts, sense of language styles and discourses, and sense of cross culture communication. Based on the functionalist theory, the overall translation principles of tourist public signs are proposed as follows:

(1) Follow the function and purpose of the source text and transform the essential information faithfully.

(2) Follow the text typology of TPM and present the promotional tone of advertisements in the translated text.

(3) Satisfy the cultural and aesthetic demands of the target readers and handle the cultural and aesthetic information in the source text flexibly.

(4) Employ flexible translation strategies and methods.

To sum up, this part provides a practical analysis of C-E translation of tourism signs. Translation of tourism signs ought to be carried out under the principle of target-reader focus and Chinese culture-focus. We have already known that tourism materials aim to offer information for potential tourists and attempt to appeal tourists as much as possible. Thus, feasible translation strategies are offered to fulfill informative functions as well as vocative function of the tourism signs. In order to satisfy the foreign readers' demand for information, the translators need to pay special emphasis to cultural information. And for the purpose of acquiring vocative function of tourist materials, the translators require some adaptation due to linguistic and cultural differences, so making the translated text more accessible and understandable for foreign readers and arouse their interest about Chinese tourism attractions. On the basis of the above analysis, feasible strategies are adopted in tackling practical translation in scenic spot names, introduction to tourism attraction and general public signs in scenic spots.



Chapter 8

Translation Strategies for C-E Business Signs

Commercial competition and service strategies are the fullest embodiment of human wits. The public signs are important components of the competition in business. The public signs in business target to provide guidance, instructions and services, attract the consumers and perform the function of promotion. The public signs in business can be classified into two categories according to the position: inside public signs and outside public signs. The former refers to the names of shops, design of windows, promotion information, etc. with the purpose to “communicate” with or attract the consumers outside the shops. The latter refers to the public signs inside the shops, such as commodity information, service information and public information with the purpose to conduct promotion, meet the needs of the consumers and compel or restrain the consumers’ behaviors.



8.1 Overview of Business Signs

8.1.1 Social Functions of Business Signs

As mentioned in Chapter 1, both Chinese signs and English signs share the following four basic functions, namely directing, prompting, restricting and compelling, which are the basic functions of signs. And as a special type of signs, commercial signs have their unique functions. The main function and purpose of the public signs is to help the shopping centers to serve the social public or the consumers in order to reach their marketing aim. According to the types, the needs and the behaviors of consumers, the social functions may be divided into the following six categories.

1. Arousing Interests

Some public signs, especially those commercial service ones, aim at attracting customers' attention and arousing their interest on the products. With the purpose to draw the eye ball of the consumers, this kind of public signs are mostly located outside or inside the shops, performing the function of promoting and marketing. Thus, in the shopping malls, we often see such signs like:

- | | |
|-----------------|-------------------------|
| (1) 样品试用 | Sampling |
| (2) 周年特卖 | Anniversary Sale |
| (3) 天天特价 | Daily Special |
| (4) 八折优惠 | 20% Off |
| (5) 新品推广 | Promotion for New Items |
| (6) 新鲜 便宜 舒适 方便 | |

FRESH CHEEP COMFORTABLE CONVENIENT

2. Offering Information

With the main purpose of providing service and consuming information, this kind public signs mainly consist of nouns and noun phrases to indicate the

special service information or direction guidance for service. They have the highest frequency in department stores and supermarkets which provide great help for the consumers. Some of the examples are listed below:

- | | |
|-----------|--------------------------|
| (1) 流行服饰 | Fashion |
| (2) 美容化妆品 | Beauty Products |
| (3) 大宗购物处 | Bulk Purchase Reception |
| (4) 退换 | Returns |
| (5) 客服中心 | Customers Service Center |
| (6) 男士服饰 | Men's Wear |

3. Deepening Comprehension

Some public signs perform the communicating functions as means of public relations in order to make the consumers get more understanding or good feelings. To attract more customers and to make customers know more about their service, many commercial service establishments have signs like:

- | | |
|--------------------------|----------------------------|
| (1) 送货服务 | Delivery Service |
| (2) 畅销海内外 | Popular at Home and Abroad |
| (3) 购物家乐福, 超低价格, 无须任何会员卡 | |

Shopping in Carrefour, the Lowest Price without Any Membership Card

- | |
|--------------|
| (4) 为了保障您的利益 |
|--------------|

为了给您提供一个安全的购物环境, 商场内配备了闭路电视监控系统和电子标签防盗系统。

FOR YOUR BENEFITS

To provide you a safe shopping environment, we use a closed circuit and electronic merchandise tagging system.

4. Inspiring Actions

The consumers finally conducting the consuming actions is the wish of both the shops and the consumers. Some of the public signs are very significant for promoting and provoking the consumers' shopping desire. Here are the examples.

- | | |
|----------|--------------------|
| (1) 限时抢购 | Last Chance to Buy |
|----------|--------------------|

- | | |
|-----------|---------------|
| (2) 特卖场 | Special Sales |
| (3) 品牌折扣店 | Discount Shop |
| (4) 清仓 | Clearance |
| (5) 促销 | Promotion |

5. Establishing Images

Many commercial service establishments do their utmost to promote their corporate image by showing their concerns about customers and by making great efforts in increasing customers' satisfaction as shown in the following signs:.

- | | |
|------------------------|----------------------------------|
| (1) 保证满意 | Satisfaction Guaranteed |
| (2) 服务监督电话 | Service Supervision Number |
| (3) 统一商品销售发票 | Uniform Commercial Sales Invoice |
| (4) 我们为您提供换货、退货以及维修服务。 | |

We provide exchange, refund and repair services.

- (5) 我们的最大目标是您 100%满意

All Our Efforts Are Directed Towards Our Customers' Satisfaction!

6. Serving Society

Apart from making profits, many commercial service establishments also actively engage in social activities, which can be seen from their signs. For example, many commercial service establishments have signs calling for environmental protection. The public signs in shopping centers make contributions for a harmonious social environment. The examples are listed below:

- (1) 支持环保, 回收包装

Please Return the Container to Herborist Counter!

(2) 亲爱的顾客, 为了提倡环保概念, 请在购物时尽量使用您自己的购物袋, 减少一次性购物袋的使用, 谢谢!

Dear Customers, in Order to Reduce the Pollution Created by Plastic Bags and to Protect Environment, Please Bring Your Own Bags when Shopping.

- (3) 从身边做起, 创造非凡。

Trivial things make outstanding contributions.

8.1.2 Significance of Business Signs

Business signs are important components of global language and humanity environment of international metropolis. They firmly establish the cities' images, embody the degree of civilization under globalization and influence the commercialization of a city. They play an irreplaceable role in social development and international community.

Undoubtedly, business signs are a necessary aspect in improving the image of the cities inside and outside and show the degree of civilization under the global context. Pragmatic public signs translation in shopping centers is of great significance for social behavior norms, interpersonal adjustment, improvement of work efficiency, and building of a harmonious society. According to functionalism, the intended purpose of the translation determines its translation strategies. As we all know, the purpose of the signs is to let them be fully understood by those foreign readers who can speak, or at least understand English. The following part will illustrate translation strategies for commercial public signs from two aspects: public signs in shopping centers, and advertisement.

8.2 Translation Strategies for Shop Signs

It can be concluded from the discussion in Chapter 1 that shop sign is a subtype of business sign and both of them fall under the category of public sign. Figure 8.1 shows the relationship among the three.

Public Sign
Business Sign
Shop Sign

Figure 8.1 The Relationship among Public Sign, Business Sign and Shop Sign

This part will research into one given part of signs in business signs, that

is, the so-called “shop signs”, which in this part refer to the shop names and any other signs appearing on the front of the shop, such as some advertisements of certain commodities or services that the shops offer. Sometimes, trademarks of certain commodities are also used as the shop names at the same time, which are also brought into the category of shop signs in this part and studied accordingly.

8.2.1 Translation Strategies for Commercial Service Signs

As for commercial service signs, they are widely used in commercial service industry to offer information, and to guide and direct people’s behaviors. Both Chinese and English signs serve the same function. That is to say, the function of the target text is the same as that of the source text. Nord calls this “equifunctional translation”, which belongs to instrumental translation. In the reception of an equifunctional translation, the readers are not supposed to be aware they are reading a translation at all. In other words, the translated signs should be adapted to English-speaking countries’ norms and conventions of text type, genre, register and tenor.

1. Functional Typology of Commercial Service Signs

Based on the text concepts, Nord put forward two basic types of translation process, namely, documentary translation and instrumental translation. Documentary translation aims at producing in the target language a kind of document of a communicative interaction in which a source-culture sender communicates with a source-culture audience via the source text under source-culture conditions; whereas instrumental translation aims at producing in the target language an instrument for a new communicative interaction between the source-culture sender and a target-culture audience using the source text as a model. Simply speaking, a documentary translation produces a text whose main function is meta textual, whereas the result of an instrumental translation is a text that may achieve the same range of functions as an original text.

Taking account of the present situation of the translation of commercial service signs, it is better for us to follow the standard formulas in dealing with C-E translation of common service signs.

Table 8.1 Standard Formulas of C-E Translation^①

Functions of Translation	Instrument for target culture communicative interaction modeled according to source-culture communicative interaction		
Functions of target text	Referential/expressive/appellative/phatic function		
Type of Translation	INSTRUMENTAL TRANSLATION		
Form of Translation	Equifunctional translation	Heterofunctional translation	Homologous translation
Purpose of Translation	Achieve ST functions for target audience	Achieve similar functions as source text	Achieve homologous effect to source text
Focus of Translation	Funcional units of source text	Transferable Funtions of ST	Degree of ST originally
Example	Instruction for use	'Gulliver's Travels' for children	Poetry translated by poet

2. Translation Techniques of Commercial Service Signs

Vivid and rhetorical expressions are widely used in Chinese commercial service signs. However, English signs tend to be straightforward. Then dealing with C-E translation of commercial service signs, we must take the target readers' reading habit into consideration. That is to say, the English counterparts of the signs should be brief and concise. For instance, “创一流服务, 迎四海宾客” is a sign found in a hotel. If translated literally, the English version of the sign will be “Welcome Our Honored Guest from Both Home and Abroad with First-Class Service to All Guests”, which is grammatically correct but too lengthy. Then the

① Nord, Christiane. Text analysis in translation: theory, methodology, and didactic application of a model for translation-oriented text analysis[M]. Beijing: Foreign Language Teaching and Research Press, 2006: 51.

suggested translation is “ First Class Service to All Guests”, which is not only correct and concise, but also realizes the function of the original sign. From the example, we can also see that in dealing with poetic sign translation, most of the time we only need to transfer its meaning idiomatically in the simplest way. This is required by the target readers’ expectations.

According to functionalism, the intended purpose of the translation determines its translation strategies. As we all know, the purpose of a sign is to let it be fully understood by those foreign readers who can speak, or at least understand English. To realize this purpose, flexible translation methods can be adopted in C-E translation of commercial service signs.

i. No Translation

Some of the public signs in shopping centers may from certain kind of demand or restriction to the consumers’ behaviors. But some domineering clauses infringe the rights of the consumers to some extent, such as “售出商品 不退不换”, “谢绝自带酒水”, “打折商品 售出不退”, “最终解释权归商场所有”, etc. These public signs are resisted and complained by the consumers in China. Moreover they are strongly opposed and refused by the tourists and businessmen in English-speaking countries, because they are to be against the customers’ right on some degree. For another thing, signs like “本店无假货”, “卫生达标” are better not to be translated, for in a foreigner’s eye, a pharmacy shouldn’t have fake commodities, nor should a restaurant be open unless it is clean. Thus, these signs had better not be translated. Otherwise foreign readers will seriously doubt about Chinese service industry and have a bad impression about China.

Therefore no matter what kind of functions the public signs are expected to carry out, they should not be translated, for there is no legal basis or judicial authority. In addition the translators should not only render the meaning of the public signs but consider the practical application environment and the legal rights of the commission agencies as well. Those domineering public signs are neither the national relics of our country, nor the acceptable lawful practice in China. Therefore they can not be accepted by the whole world and they must not be translated.

In a word, some service signs have Chinese characteristics. In the process of dealing with such signs, the first thing one should do is not to think about how to translate these signs, but to decide whether these signs should be translated.

ii. Literal Translation plus Explanations

Some signs with Chinese characteristics are abbreviations of certain complicated term. Translation of the form of signs may lose their deep meanings and cause confusion to the target text readers with little knowledge about Chinese. Though one of the major characteristics of signs is brief and concise, yet for the understanding of foreign readers, we need to give additional explanation of the signs after literal translation, which is also the request of translation brief. Examples are as follows:

(1) 三包规定: Three Rules of Serving (Responsibility for Taking Back; Responsibility for Exchanging; and Responsibility for servicing)

(2) 文房四宝: Four Treasures (writing brush, ink stick, paper as well as ink slab)

(3) 三无产品: Three-no Goods (with no labeling of name of the manufacturer, or date of production, or means of correspondence)

(4) 蔬菜水果区: Fresh Produce (Fruits & Vegetable)

iii. Borrowing Standard Expressions

Though there are great differences between Chinese and English, the content of most Chinese signs are similar to those of English ones. Thus, under the same circumstances, we can directly borrow the standard international expressions. For instance, “租赁汽车公司” exists in every country and its English expression is “Car Rental”. Then we can directly borrow it instead of translating it into “Car Renting Company”, which is grammatical but not idiomatical. Here are other examples listed in the following:

- | | |
|----------------------------|-----------------|
| (1) 暂停收款 | Position Closed |
| (2) 非卖品 | Not for Sale |
| (3) 无烟商场 | Smoke-free Shop |
| (4) 营业时间上午 9: 00—晚上 20: 00 | |

BUSINESS HOURS 9:00 AM—20:00 PM

(5) 名烟名酒 Tobacco & Liquor

Such translations can be easily accepted by the target readers, for they follow international standards.

iv. Following the Fixed Patterns

Service signs all over the world are similar and the expressions tend to be fixed. Thus, in dealing with this kind of sign translation, we can follow the fixed patterns.

1) Expression with “Only”

- | | |
|----------------|------------------------------|
| (1) 会员俱乐部 | Member Only |
| (2) 请不要实用非本店食品 | Consumption of Our Food Only |
| (3) 严禁货运 | Passengers Only |
| (4) 顾客止步 | Staff Only |

2) Phrase Beginning with “No”

- | | |
|---------------|------------------------|
| (1) 不收小费 | No Tips |
| (2) 禁用食品或饮料 | No Food or Beverage |
| (3) 请勿将饮料带入场内 | No Drinks from Outside |
| (4) 谢绝入内 | No Admittance |

3. Phrase or Sentence with “Please+Verb” or “Please+Don’t+Verb”

- | | |
|----------------|------------------------------------|
| (1) 请出示会员卡 | Please Show Membership Cards |
| (2) 请在黄线后等候 | Please Wait Beyond Yellow Line |
| (3) 发生火警时，勿用电梯 | Don’t Use Elevator in Case of Fire |
| (4) 楼梯上下切勿停留！ | Don’t Stand in Stairwell! |

v. Thinking in the Opposite Way

Many signs acceptable to us aren’t fit for foreign readers. This is partly due to the different thinking patterns of Chinese people and English people. Then, sometimes, we need to translate positive expressions in Chinese in a negative way or to translate negative expressions in Chinese in a positive way. Taking the following sign “请勿食用非本店食品” as an example. If it is translated into “Don’t eat food not form our store”, it is acceptable. But it’s

quite rough and may make foreign readers feel uncomfortable. Thus, we can translate it in a positive way “Consumption of Our Food Only”, which politely expresses the same meaning. Here are some other examples:

- | | |
|--------------|-----------------------|
| (1) 请勿倒置 | Keep Upright |
| (2) 酒水另付 | Beverage Not Included |
| (3) 免票入场 | Admission Is Free |
| (4) 未成年人禁入 | Adults Only |

8.2.2 Translation Strategies for Shop Names

In the light of major principles of Skopos theory, translation methods of C-E translation of shop names are to be discussed. As in the case of C-E translation of shop signs, the translation methods to be adopted should also be determined by the expected communicative purposes or the functions of the target text. To make the translation arouse the interest of the target receivers and attract them in the case of C-E translation of shop signs, the translators should try to achieve both functions in the target text.

Many other factors need to be taken into consideration in the choice of translation methods of the C-E translation of shop names. For instance, according to “translation brief” put forward by Nord, the time and place of reception, medium, and the motive for the production or reception of the text should also be taken into consideration. Other factors such as the intratextual and intertextual coherence rule, the cultural differences between China and English-speaking countries also need to be attached great importance to.

Therefore, it is necessary to take all these factors into consideration in the C-E translation of shop names with the Skopos of the target text as the top-ranking principle and flexible translation strategies or methods should be adopted according to different situations.

1. Literal Translation

The literal translation is an adequate and careful representation of the original, which aims to reproduce both the ideological content and style of the

original works and retains as much cultural information as possible in the target text. ^①

Literal translation requires the consistency of the content and form between the source text and the target text. Through literal translation, the information of the cultural connotations in the source text can be reflected in the target text. Sometimes, literal translation may create some exotic or even eccentric translation for the target readers, but they may be gradually accepted by the target receivers.

In the C-E translation of shop names, the method of literal translation is adopted in the informative text type since an exact equivalent can be found in the TL for a certain word in the ST.

- | | |
|----------------|-----------------------------|
| (1) 亲亲宝贝 (孕幼馆) | Kiss Baby |
| (2) 7日连锁酒店 | 7 Days Inn |
| (3) 麦田印象蛋糕 | WHEAT FIELD IMPRESSION CAKE |
| (4) 康定情歌酒店 | Kangding Love Song Hotel |
| (5) 背包客之家 | Backpacker's Home |
| (6) 中国青年旅行社 | CHINA YOUTH TRAVEL SERVICE |

But what needs to be paid attention to is that there is a great difference between literal translation and a “dead” translation or so-called “word-for-word” translation. It would be a dead translation or word-for-word translation if the translator mechanically transfers the information in the ST into the TT regardless of the situation whether it makes sense in the TL or can be understood by the target receivers.

2. Free Translation

Free translation means “the consistency in the content while the inconsistency in the form” between the source text and the target text^②. Free translation aims at maintaining the elegance and intelligibility in the source

① FENG QINGHUA. A practical coursebook on translation[M].Shanghai: Shanghai Foreign Language Education Press, 2002: 37.

② FANG MENGZHI. A dictionary of translation studies[M].Shanghai: Shanghai Foreign Language Education Press, 2004: 100.

language at the sacrifice of the form of the source language but without weakening the main cultural message of the source text. The method of free translation can bring about a very high degree of effectiveness in conveying the cultural information in the source text. If literal translation causes misunderstanding or ambiguity in the target receivers, the method of free translation can be used.

As for C-E translation of shop names, the method of free translation is adopted when the text is of the operative function. On one hand, the translators need to convey all the basic information of the source text in the target text. On the other hand, they need to realize the operative function of the target text. The following are some examples in which the method of free translation is used:

- | | |
|---------------|----------------------------------|
| (1) 胖依秀时尚胖体女装 | Petals Clothing Shop |
| (2) 金巴黎婚纱摄影 | Paris Couture Bridal Studio |
| (3) 老街印象音乐酒吧 | Remembering Past Time· Music Bar |
| (4) 茶汁道 | Tea House |
| (5) 名人丽岛咖啡旗舰店 | Linking Land Café |

3. The Combination of Literal Translation and Free Translation

Most of the shop names are both of the informative and operative functions and the translation method could be the combination of both literal translation and free translation. Some of the examples are as follows:

- | | |
|---------------|-------------------------|
| (1) 八零后汽车服务中心 | Ba Ling Hou Car Service |
| (2) 蒙娜丽莎婚纱 | Monalisa Bridal Studio |
| (3) 海澜之家 | HEILAN HOME |
| (4) 宝岛眼镜 | Bao Dao Optical |
| (5) 万达影城 | WANDA CINEMA |

As far as the specific translation techniques are concerned, addition and omission are used in the C-E translation of shop signs. In some examples, the translation technique of addition is used. Addition means “to add some words when translating in accordance with the need of semantics, rhetoric and syntax,

so as to express the content of the ST faithfully and fluently. Some examples are as follows:

- | | |
|----------|-------------------------|
| (1) 婴之乐 | Yingzhile Baby Supplies |
| (2) 自由空间 | Free Space Bar |
| (3) 小魔鱼 | BS ² B JEANS |
| (4) 好乐迪 | Holiday KTV |
| (5) 娇兰佳人 | GIALEN Beauty Shop |

In some examples, the translation technique of omission is used. Omission refers to “some words or information in the source text is unnecessary to be translated since the meaning of the words or expressions is self-evident” and it refers to “deleting some unnecessary words whose appearance would make the TT lengthy or violate the linguistic conventions of the target language.” Some examples are as follows:

- | | |
|--------------------|------------------------------------|
| (1) 骇客网络多媒体会所 | Matrix Revolutions Net Bar |
| (2) 恺撒龙海参馆 | Cesar Seafood Restaurant |
| (3) 外滩风尚 恋香食语 概念餐厅 | Seaside Scenery Concept Restaurant |

To sum up, in the process of translating shop signs, the translators should grasp the communicative purpose or expected functions of the target text. Therefore, what kind of translation method or technique should be adopted depends on the requirement of the realization of the purpose of the target text. The translators can adopt feasible translation methods or techniques according to specific situations.

8.3 Translation Strategies for Commercial Advertisement

8.3.1 Overview of Advertisement

Commercial advertisement is a special kind of communication which carries not only the information of advertised products but also the culture patterns, the psychological demands as well as people’s aesthetics and values, with an attempt to catch consumers’ attention, and arouse their desire to buy the advertised products or services. A successful advertisement should follow

the AIDMA principles which refer to attention, interest, desire, memory and action.

Due to this kind of principle, the function of advertisement is often described as informative, vocative, aesthetic and expressive. The ultimate goal of advertisement is to promote sales, therefore whether it is successful or not largely relies on the final result. There are many relevant factors of advertisement which require clarification before we discuss the translation of advertisement.

1. Definition of Advertisement

The word “advertise” comes from the Latin word “advertere”, which means “to attract one’s attention”, and “to inform somebody something”. According to Webster’s Dictionary, advertisement is the activity of calling something to the attention of the public especially by paid announcements. The *Advertisement Law of the People’s Republic of China* defines “advertisement” as “any commercial advertisement, which a commodity operator or service provider pays for, through certain media or forms, directly or indirectly introducing their commodities being sold or services being provided”.^① The American Marketing Association defines “advertisement” as “the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”. From the above relatively definitions, it can be concluded that most advertisements involve the following elements: advertiser, advertising cost, advertising media, advertising content and advertising purpose.

The advertiser is the identified commodity operator or service provider. Any recognizable economic group or individual can be the advertiser. The advertiser is the initiator of the advertising activity with the intent to publicize and promote the sale of products or services. So an advertisement, as the carrier of the product information, should be in compliance with the advertiser’s wish and purpose.

① <http://www.ad163.com/salon/salon.php?aid=36>.

The advertisement cost is the money the advertiser pays for advertising design and advertising campaign such as the time and space it occupies in various media.

The advertising media are the channels by which the advertisement is publicized. These channels can be print media, electronic media, digital interactive media, outdoor media and so on.

The advertising content is the information the advertisement carries and disseminates. It includes the information about commodities, services or ideas and is the most important element of advertising.

The advertising purpose is to encourage or persuade potential consumers to take the purchasing action. Usually, the advertisement drives consumers to buy the commodities, accept the services and recognize the brand ideas, thus promoting the sale.

2. Classification of Advertisements

The advertisement industry is becoming more and more developed and taking on various forms. Advertisement can be categorized in various ways. Generally speaking, according to different standards and angles, advertisements can be classified into different types. Different classifications correspond to different purposes and goals.

In terms of content, advertisements can be classified into product advertisements, labor service advertisements, entertainment advertisements, official advertisements, social advertisements, and public service advertisements.

In terms of advertising media, advertisements can be classified into printed advertisements such as advertisements on newspapers and magazines, electronic advertisements such as advertisements on television program and radio broadcast, digital interactive advertisements such as website advertisements and E-mail advertisements, outdoor advertisements and vehicle advertisements.

In terms of geographic area, advertisements can be classified into local advertisements, regional advertisements, national advertisements and international advertisements.

In terms of appealing manner, advertisements can be classified into advertisements of rational appeal and advertisements of emotional appeal.

In general, advertisements can be classified into commercial advertisements and non-commercial advertisements. Commercial advertisements publicize and promote commodities or services to make profit. Non-commercial advertisements are not for profit. They can be government announcements, want ads, meeting notices, and so on.

This part mainly focuses on commercial advertisements.

3. The Essential Components of an Advertisement

In general, a written advertisement is composed of five parts, which are headlines, body copies, slogans, brand names and illustrations. These five parts have different functions and serve different purposes. Therefore they are not equally important.

i. Headlines

A headline plays an extremely important role in an advertisement. Being in the leading position of an advertisement, it is the sentences that will be seen and read first and therefore should be attracted great importance so that the greatest attention can be drawn. Its position determines that it should be able to catch the readers' eyes, draw their attention and arouse their interest and curiosity immediately. Otherwise the readers may ignore the advertisement and shift their attention to other advertisements. Furthermore, from a headline, the readers may know whether the subject in it is useful and helpful to them and then decides whether to read the rest of the advertisement.

There are numerous successful headlines. For instance, "What kind of man reads Playboy?" This headline employs an interrogative to provoke the readers' interest and inform the readers of the name of the products as well. "My Rolex is more than just a watch, it makes me feel dressed." In this way, Rolex's advertisement gives the readers much room for imagination.

ii. Body Copies

A body copy contains the detailed account of the headline. It emphasizes

the detailed information about the advertised product or service, and explains in which way the product or service can meet the consumers' need. Provided that the readers' attention has been attracted and their curiosity aroused, a body copy should be about to persuade them to buy the product or service.

iii. Slogans

A slogan is kind of agitating form of language which is generally used in political events, religion, art and business, etc. When used in advertisements, its purpose is to impress the readers deeply. Therefore, it should be simple, brief and easy to understand and remember, and meanwhile it's better if it can cause great popularity among the public. Though short, it plays an extremely important role and deserves the greatest attention. In most cases, a slogan is the highlight of the whole advertisement. Furthermore, it is most likely to be culture-loaded, which should be paid attention to in advertisement translation. Some impressive and successful slogans are presented below:

- (1) Nothing is impossible. (Nike)
- (2) Always coca-cola. (coca-cola)
- (3) 味道好极了 (雀巢咖啡)
- (4) 怕上火喝, 喝王老吉 (王老吉)
- (5) 头屑去无踪, 秀发更出众 (海飞丝)

The above slogans are popular among the public and cause favorable response. They successfully impress the consumers and are deeply rooted in their mind.

iv. Trademarks

A trademark is a special name, symbol, or design marked on a commodity or its package and registered, patented even protected by law. Its functions are to guarantee the commodity quality, to make it convenient for customers to recognize and select the product, and to safeguard the right, interest, and reputation of the manufacturer. In a general sense, a trademark is made up of brand name, a corporate or store name and a visual symbol.

v. Illustrations

An illustration is the non-verbal part of an advertisement and an

indispensable part to various kinds of advertisement as well. As an important component, its role cannot be ignored.

It should be noted that an advertisement may not contain all these five parts. Some advertisements may not have headlines, and some may have slogans only. However, no matter what form an advertisement is, its main function and purpose remain unchanged, that is to inform the consumers of the product or service and induce them to buy it.

8.3.2 Commercial Advertisement Translation

Commercial advertisement translation is distinguished from other types of text translation due to its promotion purpose. Moreover, commercial advertisement translation is closely connected with both language and culture. As the translation of advertisement is a cross-cultural communication, the TT must accord with the products' target language and culture. Therefore, in advertisement translation, the translator cannot translate it literally or word-for-word, but should take language, culture, political, custom and some other elements into full consideration.

1. The Nature and Features of Commercial Advertisement Translation

It is generally agreed that commercial advertisement translation is a kind of direct communication between the original text-producer (sponsor of an advertisement) and the target text reader. The source text serves as only an offer of information based on which the translators select useful and important information and transmit it to the target readers. The translated advertisement is a new offer of product information in the target culture about some information offered in the source culture to fulfill the persuasive function in one advertisement. Therefore, in order to produce a successful text in the TL, the translators need make good use of source information.

In short, the most important thing in advertisement translation is that the translated text should be natural, comprehensible and appealing to the target

consumers. Under the guidance of this principle, it is important to take both the varying perspectives of the target consumers and their needs into consideration in order to satisfy the expectation of the target language consumer as to what the advertisement should be like. While translating advertisements, the translator must also have a comprehensive understanding of both the target language and the target culture.

Due to language and cultural barriers, a good advertisement in one language may be not necessarily a good one in another. Thus, the process of advertisement translation is much more complex and complicated. Domestic advertisement usually embodies the features of its own language and culture owing to the final purpose of sales promotion. Thus, in spite of the fact that human beings share more commonality than differences, features compatible with consumers in one language and culture may not necessarily function in another.

Understanding the nature and features of advertisement translation, we can comprehend the standard of a good advertisement translation and what theory we should abide by to meet this standard.

2. Requirements and Criteria of Advertisement Translation

According to the American *Handbook for Marketers and Managers*, a successful advertisement should comply with the principle of AIDMA, namely Attention, Interest, Desire, Memory and Action. That means the advertisement should be able to attract consumer's attention, arouse their interest, stimulate their desire to buy the product, help them to memorize the advertised product and finally encourage them get action. It is the same with the famous AIDA principle in advertisement field. To put it more clearly, attention means the headline of a good advertisement must catch the attention of the reader. Interest means the advertisement should arouse the interest of the readers, making them want to know more. The illustration and the starting sentence should generate interest in the mind of the readers. For desire, the readers must have a desire to obtain the product or the service. This is contained in the main body of the

advertisement. Action is that the readers are asked to act on what they have read in the advertisement.

Accordingly, advertisement translation, based on functional equivalence, should always bear in mind that a good translation of an advertisement needs also have the equivalent functions of advertisement as in its source language.

Therefore, the advertisement translation also needs to be in consistent with the principle of AIDMA or AIDA.

The special nature of advertisement determines that advertisement translation should pay special attention to the realization of their purposes and functions. So a good translation of an advertisement should and must, in theory, advertise the product successfully as it in its source language and this is the specific goal that the translator should bear in mind in the process of translation.

Moreover, the most effective translation is a translated advertisement that cannot only perform the equivalent persuasive function as an advertisement in its source language but also can best promote the sales in a target market to the target audience within a specific cultural environment. That is to say, the advertisement translation must be judged by the target audience and market. If the advertisement translation functions well in the target market, improves the products or services and brings an increase in sale in the target market, the advertisement translation can be valued as a successful one. Otherwise, the translated advertisement is worthless. This criterion can be used to judge whether the translation of one advertisement is good or not.

3. Translation Techniques of Commercial Advertisements

With the development of the career of translation, translators and scholars researched and concluded more translation strategies from handy experience. In terms of forms, commercial advertisement translation can be classified into brand name translation and slogan translation. Therefore, there are some strategies of brand name translation and slogan translation.

i. Strategies for Brand Name Translation

Brand name serves as the bridge between producers and consumers. The

functions it performs are to distinguish and advertise the products, to establish an excellent product image in the consumers', mind, and then to achieve the final purpose of attracting consumers and stimulating the consumption. So whatever the translation strategy is employed, as long as the functions of the rendered version are the same as those of the original brand name in the market, the translation is appropriate. Even if the linguistic elements or the cultural images are not in line with each other. According to the guiding principle of "functional equivalence", brand name translation involves the following six main kinds of translation strategies.

1) Transliteration

Transliteration means to translate the original brand name in to the target language according to the pronunciation of the words rather than their literal meanings. The purpose is to retain the similarities and keep the original sound as much as possible. The advantage is that it can preserve the original flavors and meanwhile make the translated brand name sound exotic, elegant, and novel. The brand names based on the creators of the product or the producing sites mainly adopt this transliteration method. Many brand names for import and export goods are transliterated. It is frequently used when the Chinese brand names are created by Chinese-cultural-specific notions, for these names can hardly find any correspondences in English. For example:

Example 1: 宜家

Translation: IKEA

The translated version "IKEA" is a brand name with no specific meaning, for which literal translation cannot work. Translation turns out to be "宜家", meaning "suitable for a house/home" after careful selection of words. The version "宜家" is perfectly appropriate for a brand name of furniture, for everybody wants the furniture at home to match the atmosphere of home. The translation is in accordance with the principle of consumer-centeredness and caters for consumers' interest, as well as being faithful to the original form. It is an example of the good fusion of consumer's expectation with that of the original brand.

Transliteration is the way in which Chinese characters are selected to

obtain one version of the SL brand name diction. These Chinese characters used in transliteration have no actual and existing meaning. By transliteration, the most important benefit is to preserve the beauty in pronunciation of the source language brand names. By preserving the original pronunciation, the translated version can furnish the target language consumers with the great enjoyment of the original taste and impulse them to purchase. The translation should also follow the readability principle of brand name formation. It is usually transliterated into Chinese or English brand names listed in Table 8.2.

Table 8.2

Chinese Brand Names	English Renderings
维达(paper products)	Vinda
诺贝尔(Ceramic)	Nabel
中华(pencils)	CHUNG HWA
雅格尔(clothing)	Youngor
康佳(TV set)	Konka
美尔雅(clothing)	Mailyard
格力(home appliances)	Gree
美的(home appliances)	Midea

2) Literal Translation

Literal translation is to translate the brand name according to its literal meaning. It is the primary way of brand name translation. According to Newmark's semantic translation, the literal meaning should be translated the same as the original one. A large number of brand names were translated into another language with this method. Literal translation consists of syntactic literalness and lexical literalness. So long as brand names are usually made up of one or few words and by no means of sentences, the literal translation procedure used here refers only to the translation of the literal meanings of the words or of characters in brand names. The brand names to which literal translation is applied are usually made up of commonly seen lexis. When

translating such names, we should pay particular attention to the “beauty in meaning” as has been mentioned previously.

Literal translation can keep the characteristics of the original and convey its exact original messages and feelings directly and accurately. Since human beings, whatever language they happen to speak, wherever they happen to live, have a great deal in common both biologically and culturally.¹¹ These common biological and cultural features are called common biological and cultural universals. All men, regardless of birth and culture, share certain perceptual dispositions. Owing to these dispositions, we are more responsive to certain stimuli than to others. Since such stimuli are present in all cultures, the coupling of biological universals with cultural universals may be expected to lead to linguistic universals. Thus, there exist many similar words in English and Chinese which denote and connote almost the same sense. This is the theoretic base for literal translation. That is, when Chinese brand names consist of words which have the same designative and connotative meanings in English, they can be translated literally. Here is a good example:

Example 2: 白猫

Translation: White Cat (laundry detergent)

“白猫” is one laundry detergent brand, which is well-known in China. It is rendered into “White Cat” in foreign market. In western culture, “white cat” stands for luck. In this case, the translated version intends to make the potential consumers produce the delightful feelings when they hear the “white cat”, No wonder it is also liked by foreign consumers.

This strategy is also applied in the translation of brand names containing the words that symbolize the Chinese culture and are already well-known to the world. For instance, “长城” is rendered into “Great Wall” when entering foreign market. Due to the fact that such kind of words and the cultural in formation they convey are familiar to the western people, literal translation will be the best

① BLACKETT TOM. Trademarks[M]. Paris: McMillan Press Ltd, 1998: 7-39.

technique in terms of achieving the purpose of appealing the target consumers.

Many Chinese brand names invented after the names of plants, animals, birds or precious things like gem, diamond and gold can be done in this way. Some Chinese brand names and their literal renderings are typical examples as shown in Table 8.3.

Table 8.3

Chinese Brand Names	English Renderings
熊猫(TV set)	Panda
小天鹅(washing-machine)	Little Swan
贵夫人(clothing)	Fair Lady
金门牌挂锁(lock)	Gold door pad lock
永久(bicycles)	Forever
金嗓子(medicine)	Golden throat
光明(milk products)	Bright
太平鸟(garment)	Peace Bird

All the above examples are universally faithful to the original meaning and style as well as laying great emphasis on consumer's preference. They achieve good fusions of consumer's aesthetic experience and appreciative abilities with that of the original brands.

3) Adaptation

Due to cultural differences, Chinese and western consumers' aesthetic conceptions are different. In domestic market, through the shared language and culture, customers already know and accept the meanings of brand names as well as their associations. But in foreign market, the situation is quite different. Some brand names with nice meanings and favorable associations in the SL culture may have different or even negative meaning in the target language culture. So, brand name translation should find out the aesthetic equivalent between two languages in question. Thus, translated brand names will get the same or similar, at least not opposite response to that from the source language customers.

Otherwise, no matter how faithful to the original the brand's translated name is, from the view of realizing it by the consumers it is a failure in translation^①

Since marketing communications are usually designed to persuade the target audience to purchase products, the ultimate test of marketing communications is receivers' response. From this view, adaptation translation is one of the means to achieve marketing communication.

As we mentioned above, adaptation translation is an audience-oriented translation. It fully takes the advantages of TL and fulfills the needs of the target audience in the way that makes translated brand names more idiomatic and easier to understand and remember. Sometimes, literal translation or transliteration will make brand names plain and meaningless, or rather complicated to understand and remember, while adaptation translation can make brand names meaningful and desirable. Here is a typical example:

Example 3: 杜康

Translation: Chinese Bacchus

“杜康” is a famous wine brand in China. It is popular with Chinese people and has a long history. One famous old saying can illustrate this point is, “慨当以慷，忧思难忘，何以解忧，唯有杜康”。 The name of “杜康酒” comes from its original maker “杜康”， who is famous for excelling in making wine in ancient China and is regarded as the earliest father of wine-creating industry. But when it entered foreign market, it was freely translated into “ Chinese Bacchus” rather than “ Dukang” by transliteration method. Firstly, in the minds of westerners, they have no knowledge about “Dukang”， because they don't know the cultural stories embedded in that brand name. Secondly, the cultural connotation of “Bacchus”， the god of wine in Greek mythology, is similar with that of “杜康”。 Thus, we can say the translated version and the original one have achieved functional equivalence in that both of them have caught the sight of the consumers and have got to the marketing purpose.

We notice that many well-known global brand names have nice Chinese

① MUNDAY JEREMY. Introduction applications[M]. New York:New York Press, 2001.

brand names, which are listed in Table 8.4.

Table 8.4

Chinese Brand Names	English Renderings
雪碧(drink)	Sprite
飘柔(shampoo)	Rejoice
百爱神(perfume)	Poison
露华浓(cosmetics)	Revlon
海飞丝(shampoo)	Head & Shoulders
雅阁(car)	Accord

4) Combined Translation

Sometimes transliteration, literal translation and adaptation are integrated together to translate one Chinese brand name so as to achieve the translation purpose of persuading the target customers to buy the products. Translations adopting this method attract target readers as they not only pay attention to the sounds but also the meanings of the original brand names. This also reflects the creative and aesthetic aspects of Chinese brand name translation. While literal translation alone cannot serve the translation purpose well, the single use of transliteration usually leads to the loss of meanings. Hence clever translators think of using the combination of transliteration and literal translation. Here, in this part, combined translation mainly indicates the integration of transliteration and literal translation.

The technique is well appreciated and frequently employed by many translators of Chinese brand names. Often, this method is used when Chinese brand names can find the correspondence in English which have the similar sounds and relevant meanings, so that the renderings can be more attractive and acceptable in the target market. Take the famous computer brand name “四通” as an example:

Example 4: 四通

Translation: Stone (computer)

“四通” is quite a good brand name which sounds short and loud and at the same time contains the auspicious meaning “生意兴隆通四海” (Business is so thriving that it reaches out in all directions), which implies that profits pour in from all sides. And its English rendering “Stone”, which is the homophone of “四通”, also accompanies the nice meaning “A rolling stone gathers no moss”(滚石不生苔). This implies the similar meaning to the original name that the business continues to develop and expand. ¹

Translating some brand names by partly transliteration and partly literal translation provides more novel and acceptable translations which are very idiomatic. More examples are listed in Table 8.5:

Table 8.5

Chinese Brand Name	Target Translation	Translation Method
金利来(clothing)	Goldlion	Transliteration + Literal translation
锐步(shoe)	Reebok	
美宝莲(cosmetic)	Maybelline	
乐凯(film)	Lucky	Transliteration + Adaptation translation
昂立一号(medicine)	Only One	

ii. Translation Strategies for Advertising Slogans

Advertising slogan is a short clause, which conveys abundant information. Successful advertising slogan is so powerful that it can attract potential consumers effectively. What's more, the awareness of brand names can be boosted. A lot of enterprises pay much attention to design the advertising slogan. However, successful advertising slogans do not necessarily have the same power when they are translated into another language. Therefore, the translators should apply strategies of advertising slogan translation to advertising translation correctly in order to persuade more consumers to purchase products and services. Advertising slogan translation does have great influence on daily life. In order to

① MALTHRAN K. Marketing research[M]. New Jersey:Prentice Hall Press. 1993: 90-92.

cater for the target audience in particular conditions, some techniques are applied to solve the conflict of content and form. Therefore, the translator can adopt some translation techniques such as literal translation, free translation, structure-borrowing translation, creative translation, supplementary translation, condensed translation and zero- translation.

1) Literal Translation

Professor Liu Zhongde defines literal translation in a relatively complete way: “In the process of translation, literal translation treats sentences as basic units and meanwhile takes the whole passage into consideration; a translator who attaches great importance to literal translation does his or her best to reproduce the ideas and writing style of the original work, retaining in the version as many rhetorical devices and sentence structures of the original as possible.”

It is believed that literality can faithfully reflect contents in accordance with forms. That is to say, by direct translation, we can retain the originality of the source slogans. By literal translation, we can directly switch between the target slogan and the source slogan to maintain the original style and meaning. Appropriate using of this method can greatly help the translators in creating the good image of a product. This strategy is available when and only when cultural and linguistic differences do not exist or both the meaning and form are equivalent between the two languages. The following examples in Table 8.6 are translated literally.

Table 8.6

Chinese Slogan	English Rendering
雪碧(drink):服从你的渴望	Obey your thirst. (Sprite)
王老吉(drink):怕上火喝王老吉	Afraid lit drink Wanglaoji
太平人寿:伴你同行, 齐握未来	Hand in Hand, Future in Your Hand. (The Tai Ping Life Insurance Co.Ltd.)
中银集团:为你未来, 做好现在	Striving today for all your tomorrows
香港小童群益会:培育新一代, 携手创未来	Nurture the Young, Create the Future.

The original versions above are easily understood and the translated ones are faithful to the original meanings and structures. Furthermore, they can express advertisers' intention successfully. For Chinese readers, the words of these translated versions are simple but still powerful. So it is not necessary to use exaggerate or beautiful words to modify the advertising slogans as long as they are within mutual cognition. Therefore, these translations convey the same message to the target readers as the original ones do to the source readers since there are no linguistic and cultural differences. We can identify the great impact of literal translation: direct invasion into readers' mind and vision.

2) Free Translation

In *Dictionary of Translation Studies*, free translation is defined as a type of translation in which more attention is paid to producing a natural target language than to preserving the source language wording intact.^①

Briefly speaking, free translation pays less attention to the alterations of the original pattern and the sentence structure. It gives priority to retaining the original spirit and meaning. But free translation does not mean to delete or add content to the original and translators must consider the original carefully, know its stress, translate it naturally, and express the meaning of the original. Free translation is a skill which translators must know the culture of both source language and target language, and must have extensive knowledge.

In this sense, all kinds of techniques could be freely used in free translation according to different situations. Of various techniques, addition, abridgement, parody and adaptation are more frequently applied.

To those advertising slogans some contents of which may be self-evident to the source language readers but could make no sense to the target language readers, explanation, comment and supplementation should be added in translation. By this way, the target text is clearer and more readable rather than confusing. This technique is called "addition".

Addition is used frequently in translating those Chinese cultural-specific

① SHUTTLEWORTH M. COWIE M. *Dictionary of translation studies* [Z]. Shanghai: Shanghai Foreign Language Education Press, 2004: 62.

or English cultural-specific. We will understand more about this technique through analyzing the following examples:

Example 5: 方寸之间，深情无限。(Stamps-collecting)

Translation 1: Small in dimensions, Rich in affections.

Translation 2: On the tiny postage stamps, Philatelic friendship “franks”.

Translation 1, the literal translation of the source text is hard for readers to guess what it means. Basically, it is not an effective translation, losing the information and aesthetic feeling of the source text. However, things are absolutely different when the necessary explanation is added in Translation 2 which leads to rich imagination about the picture, color, design, significations and so on. Certainly Translation 2 is preferred to.

Example 6: 海尔电器，三包承诺 (Haier Electric Appliance)

Translation: We offer 3-R guarantee, namely guaranteed repair, replacement and refund.

All of us Chinese people knows what “三包” means since we intend to get such promise each time we do some shopping from shops or department stores. However, the word would be confusing to the western consumers. The specific items should be explained to them in details. The translation with the added information is quite clear and easily to be understood. Therefore, a better communication is created. Without any question, the promotion result would be better.

As we know, English is characterized by brevity. And the flowery language containing lots of adjectives helps a lot to the aesthetic of Chinese advertisement. While Chinese makes an abundant use of modifier, English gets rid of ostentatious expressions and remains factual. Naturally, to localize the target version, an abridgement is called for. Those words unimportant or information uninteresting are to be deleted so as to make the text concise and bring the useful information into full play.

Example 6: 草本晶元 汉方养身 (Bright Yogurt)

Translation: Herb Yoghurt, realize your health life!

In this example, “晶元” and “汉方” are omitted in the translation. Since

the words are not familiar to westerners, especially for the former one, which sounds mysterious even to the Chinese people. However, the abridgement does not do harm to the understanding of the advertisement. The target readers could get the necessary information from the translation: this kind of yoghurt is made with some herbal ingredient, and it is healthful for him to drink. In this sense, the translation without explanation of “晶元” and “汉方” is more concise and readable, meanwhile it contains enough information.

Example 6: 知味观始于 1913 年, 经营杭州特色小吃点心。“知味停车, 闻香下马”, 知味观品牌在杭城已家喻户晓、妇孺皆知。目前, 知味观有自营连锁分店 50 家, 遍布杭州各城区, 包括在杭州西湖风景名胜区的知味观·味庄和开设在杭州历史文化街区清河坊的知味观·味宅。(Zhiweiguan Restaurant)

Translation: This is a fun place to eat, especially at lunchtime when it's filled with people making it a lively atmosphere as locals and tourists alike, served by long time staff. The restaurant provides quick snack food from all over China and their specialties include Xiaolongbao (small steamed pastries with rice) and Won Ton soup. This restaurant is by the lakeside with great views of Hangzhou's most famous site.

Comparing the source text with the translation, we may find that such contents as the foundation date of the restaurant, the famous saying “知味停车, 闻香下马”, and the branch information of the restaurant are omitted. What the translator does is only to translate the basic content: the atmosphere, the food provided, and the address. However, all these seem enough to the readers. By reading the translated text, we know that Zhiweiguan Restaurant is a popular local restaurant providing snack foods like Xiaolongbao and Won Ton soup. And it is located by the lakeside of West Lake. The translation is so concise and simple that the target readers are easy to understand and remember it.

3) Structure-borrowing Translation

Proposed by Professor Liu Jichun, structure borrowing is a way of translation that borrowing structures from the target language, the translator can borrow structures from proverbs, idioms, one or several lines of a poem, the other advertising slogans and so on. Of course, these proverbs, idioms,

poems must be well known to all. It is a very useful and effective way of translation. According to the theory of communication and information, whether people can correctly interpret the meaning of the advertising slogan language depends on the communication load. Generally speaking, communication load refers to the amount of information unknown, which is indirect proportion to the communication load. Translation is a cross-cultural communication. In order to achieve the original advertising slogan, the translator should bear in mind that he or she has to reduce the communication load to the minimum degree. Structure borrowing is an effective means to reduce the communication load, as the structures in the target language contain much information known to most of the customers. From the perspective of advertising copywriters, structure borrowing is one of the unique ways to create slogans, no wonder the advertising slogans that borrow the structures of proverbs, poems, etc. are more acceptable. Here are some examples to illustrate this translation strategy:

Example 7: 几家欢乐几家愁! 清仓大甩卖!

Translation: One man's disaster is another man's delight!

The sale is now on!

In the first part of the advertisement, the copywriter aptly uses an English adverb "One man's meat is another man's poison." The second part "The sale is now on!" is just like ads in our streets "清仓大甩卖", "贱价出售". The "delight" and "disaster" have a striking contrast—for sellers down price is disaster and for buyers is delight. After understanding the meaning of the advertisement, the translator borrows a similar structure from Chinese "几家欢乐几家愁、清仓大甩卖".

Example 8: 百闻不如一尝! (粮油进出口公司)

Translation: Tasting is believing.

Any westerner would stop and have a look when "Tasting is believing" comes into his eyes, since they are so familiar with the saying "seeing is believing". A successful stopping of the target consumers is a half success to an advertisement since this is an opportunity for the target consumers to know

more and thus have a deeper impression of the product or service. “Tasting is believing” itself is a persuasion suggesting the readers having a taste by himself. And the confidence to the product is hidden in the words which implies “you are to love our product after tasting”. Meanwhile, the consumers feel that the decision-maker is himself, not others.

Example 9: 隨身攜帶,有備無患;隨身攜帶,有驚無險(速效救心丸)

Translation: A friend in need is a friend indeed. (Quick Heartache Reliever)

This is an advertisement for a kind of heartache Reliever. As we know, this kind of medicine must be taken with the patient whenever and wherever he goes, just like a friend. In case of a sudden burst of the disease, taking the medicine could always be an effective way to save his life. In this sense, the medicine is really “a friend indeed”. The translation is regarded as the best version of the source text. By borrowing the famous English proverb “A friend in need is a friend indeed”, the quality and efficiency of the medicine are emphasized. Meanwhile the proverb is so familiar to westerners that the instance between the product and the consumers is shortened. In addition, the neat structure and rhyme of “friend in need” and “friend indeed” are coherent with the original text.

There are four points to be noticed. First, the structures borrowed should have a connection with the advertising slogan in meaning. Second, structure borrowing should avoid clichés. Although cliché is also a type of intertexts, it will become commonplace through excessive use. Translation of advertisement is advertising copywriting, innovation rather than of following the steps of others. Third, despite the parody of proverbs of the source language texts, it does not always work to translate the text with the similar structure of the Chinese or English equivalence. Fourth, some advertising slogans are sophisticated in rhetoric devices and culture-loaded, which makes it difficult to translate or achieve the same effects as the advertising slogans in the source language culture. In that case, it is better to turn to other translation strategies, such as creative translation or even production of a new advertising slogan,

4) Adaptation

Adaptive translation means that adaptations of the source text are made to conform to the linguistic and cultural norms and conventions of the target text, which is one of effective ways to fulfill the intended function in advertisement translation. Nida's functional equivalence theory allows appropriate adaptation when there are linguistic and cultural differences between the source text and the target text.

All languages possess certain devices to highlight the impact and strength of a discourse, and reflect particular culture which is familiar and understandable to the intended audience. Chinese advertisements are different from English advertisements in terms of linguistic features, advertising strategies and cultural conventions. When there exist linguistic and cultural differences between the source text and the target text, adaptation shall be made to meet the target language features and the target audiences' expectations and cultural conventions to minimize the misunderstanding caused by the differences. The following instances are some of the typical representatives:

Example 10: 世界首创，中国一绝，天然椰子汁

Translation: Natural Coco Juice: a world special with an enjoyment beyond words.

Comparing the source text with the translation version, we can easily find that they are written according to the different cultural orientation. In China, people are authority-oriented, thus “世界首创，中国一绝” has appealing power to persuade the consumer to buy and try. However, it is ridiculous for a westerner to judge whether the product is worth buying only from this kind of barren comment without any scientific evidence. To avoid antipathy, the translation should have some change. What it emphasizes is the special taste of the juice. And the only way to get the “enjoyment beyond words” is to take action to buy one and have a try. Therefore, it tends to be an efficient persuasion to the western consumers since they pay more attention to scientific facts and their own experiences.

Example 11: 接天下客, 送万里情 (天津出租汽车公司)

Translation: Give you a pleasant ride all the way! – Tianjin Taxi Co.

It is a beautiful Chinese advertisement containing both rhyme and metaphor. The structure is so simple and nice that it is easy for us to remember. Furthermore, it is an advertisement filled with warmth and sweetness. To those passengers who are on the way, busy doing business or striking for life, they will never forget the journey with good service. The Chinese advertisement implies the passengers: rent our car and you will get satisfying service. This meaning directly appears in the translation: "Give you a pleasant ride all the way". The syntax is simple, the promise is convincing. With the promise, the passengers have a better expectation for the coming journey. Therefore, the English version is also appealing. It tends to achieve the same promotion effect as the source text does.

5) Fuzzy Translation

Fuzziness in linguistics refers to the indefinite meaning of language unit, the uncertainty and unspecific denotation and connotation of language. The fuzziness can be at the level of text or the part of text. Fuzzy translation is to organize the meaning of the target text or part of text to make it purposefully uncertain. The indeterminacy between preciseness and fuzziness would excite readers' association and use the possibility to fill the space.

Fuzzy translation will promote the good continuation and openness of the text. What's more, human brain seeks for brevity, and it is economical efficiency in cognition which results in the existence of economical language phenomenon. Fuzzy translation also contributes to the brevity of the text.

Example 12: 国酒茅台, 相伴辉煌

Translation: Good and vigorous spirit.

The Chinese source text prefers to use fancy words to express the value of the product bluntly like state rank spirit, splendid and glorious history. Suppose it is translated into the target language like these, the text would not be so brief above all. Secondly the readers may have doubt about the truthfulness of the

precise expression: is it exaggerated? Fuzzy translation can deal with it much better. It just uses two adjectives to describe the quality of this spirit: “good” and “vigorous”. “Good” is a fuzzy conception. What level or degree can be called good? Or what aspects is the spirit good at? The questions are left for the readers to think about. “Good” covers lots of things and it just gives the product a general judgment, which instead will gain the trust from the consumers with the target language. Importantly, it keeps the text open and concise.

Example 12: 大众的外表,出众的品质(大众 Volkswagen)

Translation: Ugly is only skin-deep.

From the above example, we can see fuzzy translation will reduce the burden that the precise translation may carry, shorten the psychological distance and adapt to the brevity psychology of the target readers.

To sum up, an advertisement is intended to build up a good image of the advertised product and to promote sales; an advertising slogan is specially designed to be attractive, persuasive, and memorable to provide continuity for an advertising campaign. In order to render the original slogans as attractive, distinctive and effective as possible, translators should take advantage of the linguistic characteristics in the target cultural context, since advertising language in each nation has formed its own linguistic features with the development of advertising, which exerts a great influence on its consumers. Hence, to find the satisfactory equivalents for those sophisticated advertisements becomes a very difficult aspect in translating, which requires the translators to adopt flexible translation strategies, as well as to think creatively in order to revive the original features and functions.



Chapter 9

Translation Strategies for Environmental Protection Public Signs

Environmental protection is one of the requirements affecting sustainable development of the modernization. To create a favorable natural environment, a friendly and harmonious social humanistic environment becomes one of the major focuses of the whole world. It is rather necessary to spread the philosophy and policy of environmental protection to promote the awareness of environmental protection of the public and to create a harmonious ecological environment for the world. Therefore, it is more important and distinctive to study C-E translation of environmental protection-related public signs.