

The Change and Translation of Chinese Hot Words on the Internet from the Perspective of Eco-translatology

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Abstract: With the innovation of Internet technology and the rapid development of Internet culture, Internet terms, as a new language form, have been developed more and more widely in Internet media and become an important part of people's Internet life. Therefore, the author has carried out research and analysis on the change and translation of Chinese online hot words from the perspective of ecological translation. The results show that as the carrier of intercultural communication activities, vocabulary is the most dynamic element in language, and how to translate these emerging vocabulary accurately and authentically into foreign languages makes cross-cultural communication and communication effective and smooth, which is of great significance.

1. Introduction

Translation behavior involves the interaction and interaction of many processes of society, cognition, culture and language [1]. Translation practice is a text activity that integrates language application, information construction, collaborative communication, and project management [2]. Many literary works have been translated on the Internet, and it caters to readers' needs for foreign literature and understanding of exotic cultures. The translation of network literature originated in the late 20th century, and it developed rapidly in the early 21st century when computer and Internet technologies developed rapidly [3]. There are many related researches on the translation of Chinese idioms, but most of the current researches are limited to the specific strategies of idiom translation. Under the guidance of no translation theory, the idiom translation strategies are too fragmented and empirical [4]. Accordingly, on the Internet, some very distinctive network languages are rapidly becoming popular on the Internet, and are widely used by people. For example, the words "tyrant", "teasing ratio", "giving power", "white Fu Mei", "silk", "cousin", "pit father" and "Shan zhai" were first derived from the Internet and quickly used by the public. With the help of the Internet, hot words on the Internet have spread rapidly. They are not only popular in the virtual society, but also have affected the language forms of real life [5]. Therefore, in today's society with the rapid development of information, in order to communicate with foreign cultures more timely and accurately, and avoid misunderstandings and communication barriers in cross-cultural communication, it is urgent to translate network neologisms in the current Chinese structure into English [6].

At present, China's economy is developing rapidly, people's way of life has also undergone tremendous changes. Many new words have sprung up like mushrooms and integrated into our daily language [7]. Every translator's translation behavior deals with various issues involved in the translation task, such as text type, text style, subject genre, terminology and background knowledge. Network literary translation is the combination of translation and Internet, which enlarges the scope of traditional literary translation, but it requires a new theory [8]. From the point of view of the revision of this definition, the current definition of translation concepts from the perspective of ecological translation is concerned with the translator's adaptation and selection behavior and translation ecological environment. The reason behind the popularity is nothing more than its simple, witty and vivid language, and it plays an important role in relieving tension, releasing stress and relaxing mood of modern people [9]. These new network words are vivid and rich in connotation. They all have the most distinctive characteristics of the times, reflecting the most

prominent social hotspots or new phenomena in the current society. They also represent the people's understanding and mentality of this social phenomenon [10]. This paper intends to analyze the translation of online buzzwords from the perspective of ecological translation, in order to achieve better translation effects and promote the exchange of network culture.

2. Ecological translation

The so-called ecological translation science is a new subject that spans multiple fields. It integrates translation and ecology into one. Many of the ecological literature produced in the 1930s described some basic ideas and related concepts of ecology such as niche, population ecology, food chain, biomass, and ecosystem. At this time, ecology is an independent discipline, which already has specific research objects, theoretical systems and research methods. High quality translations take a long time. But in terms of social and cultural conditions, good translation is very difficult, because translation skills and artistic skills are a process of continuous accumulation. In order to improve the maturity of translation, it must go through a long time, even the failure of translation. According to this translation theory, some scholars have revised the definition of translation from "translator's choice of activities adapted to the ecological environment of translation" to "translator-led translation". The translator adapts to and chooses the translator's behavior based on the text and with the aim of translating cross-cultural information. The aim of this theory is to balance the linguistic and cultural differences between the source language and the target language in translation practice. Therefore, using the theory of ecological revision to guide the translation of network neologisms will surely promote the continuous development of network neologisms translation.

3. The Change of Chinese Hotspots on the Internet

Hotspots on the Internet refer to newly emerging words which are mainly circulated in the Internet and are endowed with the meaning of specific times and linguistic environments. Over the past 40 years of Reforming and Opening up, a great deal of hotspots has emerged on the Internet, in which the positive meaning are still popular and those negative disappeared.

Some popular Internet hot words reflect people's positive and optimistic attitude towards life, such as "Dance in the square, run a marathon, go to the gym"... These healthy lifestyle of "burning my calories" has become fashionable.

Some popular Internet terms convey positive energy and set up correct value orientation for creating a clean and healthy social atmosphere. For those who don't pay attention to objective facts, aim at raising the bar and oppose it, the vast majority of netizens call it "bar essence" to express their dissatisfaction; for the approved practices and things, we do not hesitate to "skr" for praise; and "C position" is always reserved for the most prominent person, at the same time, being in "C position" means shouldering more responsibilities.

Some hot words on the Internet are full of people's new expectations for a better life. "Koi carp" expresses the longing for impossibilities, while "Buddhism" reflects some groups, especially young people's self-adjustment attempts in the face of social pressure.

Language dimension is simply language form. Language embodies the characteristics of a nation. It not only contains its unique historical and cultural background, but also reflects its unique way of life and thinking. The principle of translation is multi-dimensional selective adaptation and adaptive selection. The translation method is three-dimensional transformation (language dimension, culture dimension and communicative dimension). That is to say, under the principle of "multi-dimensional adaptation and adaptive selection", the adaptation selection transformation of language dimension, cultural dimension and communicative dimension is carried out. The criteria of translation evaluation are the degree of multi-dimensional transformation, reader feedback and translator's quality. In this globalized translation environment, there exist such phenomena as cultural centralism, cultural hegemony and nihilism of cultural nations, which lead to unbalanced translation and the rejection or assimilation of weak cultures by strong cultures. The translation environment

related to ecology needs more interdisciplinary research. Synchronic research in the current context provides a theoretical and practical basis for the project. Therefore, translators need to be proficient in at least two languages. Online literary translators need to be proficient in Chinese and English. But in fact, the translation of the dictionary does not take into account the translational ecological environment in which the idiom is located, such as the type of text in which the idiom is, the expectations of potential readers, and the differences in culture, communication, and society between China and the West.

In 2018, the top five hotspots of the year published by three websites, Sina, Chinese Inventory 2018 and Ruminant upon a subject, were selected as corpus. Details can be found in the Table below (Table 1):

Table 1 Top Five Hot Words of the Year for Three Major Websites

Serial number	Sina	Chinese inventory 2018	Ruminate upon a subject
1	Doge	Important things are to be repeated for 3 times	Sense of acquisition
2	We	The world is so big, I want to see it.	Internet plus
3	Laugh Cry	You urban folks really know how to Party	Level of appearance
4	Drunk	Support for the country	Baby
5	Duang	You can eat with your face, but you have to rely on your talent.	Maker

According to the hot events released in 2010-2018, this shows that the number of online hot words has shown an upward trend as a whole, as shown in Table 2:

Table 2 the overall number of online hot words is on the rise

Years	2011	2012	2013	2014	2015	2016	2017	2018
Quantity	21	35	34	46	28	36	42	54

4. Translation of network hot words

The translation of new words in the network is not only a simple conversion of linguistic symbols, but also involves different aspects of society, communication, language, culture, etc., as well as some relationships between translators and authors, translators and readers, all of which are It constitutes the ecological environment of translation activities. In recent years, the definition of "translation ecological environment" is broader, referring to the text, cultural context and "translation community", as well as a collection of spiritual and material. China belongs to the language family of the Sino-Tibetan language family, while English belongs to the language family of the Indo-European language family. There must be great linguistic differences between the two languages. Therefore, the translation of online literature must deal with the differences between different languages on the basis of keeping the same ideas as the original ones. Therefore, the translation of online literature should not be confined to the level of language transformation, but also to the level of culture transformation. Translators of online literature must reproduce the cultural influence of the source text. More and more network vocabulary use this transliteration/literal translation and annotation translation method, which not only retains the linguistic form of the source language, but also enables readers to accurately understand the meaning of the word and realize the adaptive transformation of cultural dimension. In order to achieve the effective translation of Chinese network neologisms, translators should first make adaptive choices of the language forms of the translated text, eliminate weaknesses and retain strengths, ensure the accuracy of the words used, and conform to the habits of English expression.

In the theory of eco-translation, "linguistic dimension adaptive choice transformation" refers to the translator's adaptive choice transformation of linguistic form in the process of translation. This

kind of transformation is embodied in different levels. Translators must make adaptable choices to the source language from the linguistic level according to the language habits and norms of the target language as well as the specific linguistic environment, so as to avoid rigid copying. Four types of messages are used in the public platform of We chat, but they are mainly graphic and text, mainly because they are more convenient to operate, have higher degree of application on the network, and carry a larger amount of information. Audio and video are limited by format and capacity, and are not suitable for learners to use in non-WIFI situations, so the use of audio and video is relatively less than that of text. Considering the small translation environment in China, there are many problems and disadvantages in the translation market, such as uneven quality of service and disorder in market management, which are related to whether the translation industry can develop healthily and sustainably on the right track. The so-called ecological theory of translation is to maintain a healthy balance in translation. In addition to adapting to the environment, translators are required to have a high degree of autonomy and give full play to the leading role of choice. Because translation comes from the adaptation of purpose, different versions and different translations can coexist because of the difference of translation purpose and readers.

The translator's choice of adaptation to language dimension. This choice transformation takes place in different aspects and at different levels. Translational ecology and natural ecology, which have inherent logical links, open up the horizon for local cultural translation. Human cognitive horizon reflects human beings' understanding of nature through the links of translation, language, culture, human beings and nature. At the same time, it is also a process of recognizing local culture. It also provides a cognitive path for the focus of translation studies from translation itself to language, culture and human ecology. This path conforms to the natural law and the basic characteristics of human cognition. In fact, bilingual competence has always been regarded as the basic requirement of translation. For truly successful translation, dual culture is more important than bilingual competence, because words are only the surface meaning of cultural functions. From the perspective of cultural dimension, the translation adopts the slang familiar to the consumers of the product, and is more easily accepted by consumers, thus achieving an adaptive transformation at the cultural dimension. As an important part of culture, language has its various forms, and its culture is bound to be diverse. There are also cultural differences between different countries, and language makes these differences more obvious. Although the translation studies of Chinese online new words have made remarkable achievements in the past decade, many scholars have also noticed that there are many problems in translation, and even some English translations do not make sense, which makes Western readers unintelligible.

5. Conclusion

The English translation of Chinese new words is a complicated process, not only because of its vivid image, rich in connotation, but also has the most distinctive characteristics of the times, reflecting the most prominent social hotspots or new phenomena in the current society. It also represents the understanding and mentality of the people on this social phenomenon. With the increasing trend of cultural globalization, idioms as the essence and core of Chinese, the quality of translation will not only affect the quality of the entire translation works. It even affects English readers' understanding of Chinese culture and the spread and exchange of Chinese culture in the world. Therefore, the importance of Chinese idiom translation is self-evident. This paper, centering on the new phenomenon of literary translation in the Internet age, explores the translation process of translators of Internet literature from the perspective of eco-translatology. Therefore, when translating Hot Words into English, we should explore their ecological environment and make appropriate adaptable choices according to "three-dimensional" so as to achieve the goal of language communication. Using the theory of eco-translatology to explore the English translation of Chinese network neologisms from the perspective of three-dimensional transformation not only provides a new theoretical basis and method for the translation of Chinese network neologisms, but also opens up a new interdisciplinary research prospect for translators.

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