

Research on English Translation of Folklore Culture in International Publicity Translation from the Perspective of Functional Translation Theory

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Abstract: Folk culture embodies the psychological characteristics of a nation and is closely related to the specific natural and human environment in which the people live. It carries countless unspeakable cultural heritage and historical connotations. Due to the disparity between the language and culture of the East and the West, the reality of folk culture in the translation of folklore is a difficult task in interlingual translation. This article combines the seriousness of translating sensitive discourse with external propaganda, and accuracy and flexibility in language conversion. It follows the principles of purpose, loyalty, innovation and information highlighting. It proposes the strategy of translating folk culture into English translation: the combination of alienation and domestication, the coordination between full translation and translation, and the flexible use of multiple translation methods, and correctly handle the differences between Chinese and Western cultures.

1. Introduction

Translation is a cross-language and cross-cultural communication activity that transforms the meaning of language culture into another language culture. Translation activities involve many factors such as translator, author, original text, original reader, translation and target reader. The external propaganda translation is to complete the translation task of the external publicity materials. In China, the main task of foreign-language translation is to translate Chinese into English, or translate it into other foreign languages, and spread the voice from China to the world. As an important means of China's external propaganda, the external purpose of translation is to help the world understand China, let overseas audiences accept and recognize a real China, and then establish a good national image in the world and create an international paradox surroundings that is conducive to economic and social development.

Folk culture is the culture of people's life. It is a long-established lifestyle, customs, folk crafts, and oral inheritance literature including myths and legends. Folk culture embodies the psychological characteristics of a nation and is closely related to the specific natural and human environment in which the people live. It carries countless unspeakable cultural heritage and historical connotations. As an important part of culture, language and writing is not only a form of expression of culture, but also a phenomenon of social culture. Therefore, for translation activities based on language conversion, cultural communication becomes an extremely important factor. Due to the disparity between the language and culture of the East and the West, the reality of folk culture in the folklore translation is a difficult task in interlingual translation. How to translate folklore and external propaganda materials to better disseminate and promote Chinese culture has become a topic of concern and research for translation staff. Based on the theory of functional translation, this paper studies the principles and strategies of English translation of folk culture from the perspective of highlighting the effect of translation and propaganda on the basis of analyzing the characteristics of foreign propaganda translation and Chinese folk culture.

2. Functional Translation Theory

Functional translation theory was born in Germany. On the basis of inheriting the reasonable

components of traditional translation theory, it also put forward some theories with operability and practical significance. Functional translation theory defines translation as: "Translation is the translation of a text that is created to perform a certain function, and the connection with the original text will be embodied according to the expected or required function of the translation. The translation makes the objective existence communicative behaviors that cannot be carried out by language and cultural barriers can proceed smoothly." The definition emphasizes three meanings: first, the translated translation has certain functions; second, the translation should maintain a certain relationship with the original text, and what kind of connection is required to determine the function of the translation; third, translation must resolve the linguistic and cultural barriers that exist objectively. These three layers of meanings summarize the understanding of the functional party's translation. The basic content of functional translation theory includes three aspects:

(1) Text typology theory. The source language text is divided into information type, express type and infection type, and different types of text apply different translation strategies. Informational texts, used to convey information and knowledge, to fully convey the original intentions, to visualize the original text when necessary; expressive texts, including literary works such as novels and dramas, translated from the perspective of the original author; infected texts, Including communication and advertising, the original reader's response to the original text is reproduced in the target reader, achieving the same effect.

(2) Translation teleology. The main factor in the translation process is the purpose of the overall translation behavior. Any translation is determined by the purpose of the translation, and the purpose of the translation determines the means of translation. The central idea of translation teleology is that actions have a purpose. The actor selects the most appropriate way according to the actual environment in order to achieve the desired goal. Since the translation is also an action, the translator will try to consider all possible factors and decide the most appropriate action under the guidance of the translation purpose.

(3) Translation action theory. This theory advocates that translation activities are first regarded as cross-cultural communication activities, followed by the conversion process of language codes. The translator is an expert in creating appropriate information transmission, in an important position in the communication chain, and in a broad social context. This theory expands the scope of translation studies, and makes the evaluation standards more tolerant and open, and strengthens the emphasis on the translator's subjectivity. However, the theoretical terminology is overly complicated, and the status of the source language is also marginalized.

(4) Function plus loyalty theory. This theory is the latest research result of functional translation theory. Function means that the translation should have a certain connection with the original text, and the translator should choose the translation theory according to the function expected to be achieved. Loyalty refers to the relationship between the parties in the translation process. The "loyalty" principle is intended to emphasize the "loyalty" of social relationships and communicative connections between people, and use this theory to solve the cultural specificity of translation and establish a trust relationship between the original author and the translator.

3. Characteristics of International Publicity Translation

External translation is not a simple text translation. It is a cross-border, cross-cultural and cross-language cultural communication. It needs to be familiar with the characteristics of external translation and how to integrate into the international communication field under the background of globalization. The usual outreach translation has the following characteristics:

(1) The seriousness of sensitive discourse. When it comes to principle issues such as national sovereignty, territorial integrity and national independence, translators must be very sensitive and have no "freedom" to speak of. The seriousness of the external propaganda translation also requires the translator to pay attention to the political meaning and political measure of the words. Involving content that may damage the image of the country, the translator may omit the without translated or weakened treatment according to the needs of the national interest. The choice of sensitive words in the process of foreign propaganda translation is not only related to value judgment, but also related

to the success or failure of external communication. It should be cautious in "selecting words". Foreign translators must not only have a solid language foundation, but also have a good professional ethics, cannot tamper with the original intentions, cannot do whatever they want, cannot change or choose according to personal likes and dislikes, and even cannot cut corners and arbitrarily modify.

(2) The accuracy of the language of communication. The accuracy of the external translation does not only require the facts of external communication to be accurate, but also the accuracy of the language. Because language serves content, language errors can cause misunderstandings and even lead to political and ideological errors. Improve the quality of English translation, you can't use the ready-made English correspondence, sometimes you need to make necessary modifications or modifications according to the specific context. In the practice of external translation, the relationship between fact accuracy and language accuracy is much closed. When using English as a tool for external translation, you must be familiar with its performance characteristics.

(3) The flexibility of language conversion. In the process of translation, it is not feasible to translate according to the sentence pattern of the original text and the interpretation of the dictionary. The Chinese and English languages have great differences in cultural background and grammatical structure. Therefore, it must be handled flexibly according to the context. The external translators should give full play to the subjective consciousness, and on the premise of loyalty to the original text, on the basis of understanding the audience's reading habits, accepting psychology and aesthetic tendency, flexibly construct the translation discourse to maximize the communicative effect of external communication. Whether it is to increase effective information or to delete unnecessary information, it is not only to strengthen the transmission of cultural information, but also the need for communicating, and flexibility is indispensable.

4. Principles on English Translation of Folklore Culture in International Publicity Translation

The folk culture in the translation of foreign propaganda needs to follow the following principles: First, the principle of purpose. The purpose of folk culture translation is to hope that readers can more recognize the traditional culture of our country when we spread in a foreign country, enhance the understanding of folk culture, and strengthen the communication between different national cultures. The translator should be able to interpret the true meaning of the original text, translate it on the basis of the understanding of the original text, and achieve the ultimate goal of the original translation. The second is the principle of loyalty. The basic professionalism which is a faithful translation job must follow. When translating a folk culture, the translator should not only translate the superficial meaning of the folk culture, but should dig deeper into its inner meaning and accurately preserve the cultural information of the folk culture. The third is the principle of innovation. Translation itself is innovation, and translation is a re-creation that has become the consensus of the translation community. Many unique cultural words do not have corresponding target vocabulary to create new words through transliteration. The new meaning of the target words is given by literal translation or free translation, and the rich Chinese ideological connotation is expressed. Fourth, the principle of information highlights. It refers to adjusting the original structure according to the information needs, thinking habits and acceptance psychology of different foreign audiences, highlighting important information, weakening or blurring unrelated information. Information can be divided into core information, secondary information, and redundant information. If the core information is not communicated, it is an unqualified translation.

5. Strategies on English Translation of Folklore Culture in International Publicity Translation

Based on the functional translation theory, combined with the principle of foreign-language translation and the principle of English translation of folk culture in foreign-language translation, the translation strategies proposed in this paper are as follows:

(1) Alienation is combined with domestication. For the cultural transformation in translation, the

domestication or alienation strategy is generally adopted. Domestication advocates that the translation should adapt to and take care of the cultural habits of the target language, and consider the readers of the target language to help readers clear the language and culture barriers. Alienation, on the other hand, advocates that the translation should present and reflect the culture of the source language as much as possible, as well as the original author's vocabulary. The ultimate goal of folk culture translation is to realize the exchange and integration between Eastern and Western cultures. Therefore, from the perspective of cultural communication and communication, it is necessary to use a combination of alienation and domestication. In the process of Chinese folk culture translation, the translator needs to help the reader understand the ideological value of the source language culture, and transplant the source culture to the target language culture through transformation. The translation of folk culture also needs to be naturalized to adapt to the needs of the target language culture. For domestication, translators need to overcome cultural barriers in different language environments, but cannot impose a cultural content on another. The translation process is also the process of communication between the two cultures. Therefore, the translator must transform the source language culture into the target language culture to ensure that the reader can fully understand.

(2) Completeness translation and variation translation are coordinated. The completeness translation is to translate the original text in an intact manner. The translator tries to make the translation consistent with the original text in content and form. From semantics to stylistics in the translated language, try to use the most fluent and natural equivalent language to faithfully reproduce and the information of the primitive. Variation translation emphasizes teleology more and encourages translators to achieve the purpose of transmitting the required information to the target group through some flexible means and strategies. The completeness translation emphasizes that the text is most consistent with the original text, and the translation emphasizes the use of flexible and varied methods to achieve the purpose of translation, which reflects the translator's understanding of the nature of translation. Completeness translation and variation translation are not completely opposite, but complement each other and complement each other. They are opposite and unified. Variation translation is an important supplement to the translation community with full translation as evidence. The specific choices are determined according to the translator's purpose, language skills, expression habits, specific readers and text attributes.

(3) Flexible use of multiple translation methods. In translation practice, it is not difficult to understand the original text in most cases, but due to the differences between the two languages, the handling of some words, phrases and sentences is not easy, including the selection of meanings, the retention of color, and the long sentences. Dealing with, the translation is to retain the original exotic features and stylistic forms to the maximum extent, or to meet the reader's taste. Therefore, there is a need to flexibly use some translation methods to solve these problems. In addition to the commonality of culture, folk culture also has unique stylistic features. Therefore, the colloquial of folk culture is more obvious. When translating folk culture, we must respect the style of the original text, pay attention to the use of spoken language, adopt flexible translation techniques, and reproduce the folklore of the original text, such as easy-to-understand, humorous and beautiful, and promote the spread of Chinese folk culture. Folk culture is rich in ancient culture and life. The style of the language can be better reproduced in the translation by using translation methods such as literal translation and free translation.

(4) Correctly handle the differences between Chinese and Western cultures. The concept of Western culture is often associated with traditional definitions of the Western world. It is a collection of literary, scientific, musical, and philosophical principles, and is distinct from other major civilizations and applies to countries that are strongly influenced by Western European immigration or colonization. Chinese culture is a culture based on the Chinese civilization and fully integrating the cultural elements of various regions and nationalities across the country. Compared with Chinese and Western cultures, there are connections and different cultural backgrounds and history. To carry out the translation of folk culture, it is necessary to pay attention to the similarities between the two, and cannot ignore the difference between the two. Many of the words and

expression habits in folk culture have obvious Chinese characteristics, reflecting China's political, economic reality and social life, expressing vivid and vivid, and enhancing the appeal. However, due to different historical and cultural backgrounds, it is difficult to find the same equivalent words in the cultural context of English. Therefore, when translating words or expressions with typical Chinese folk culture characteristics, the external translators should fully consider the translator's ability to accept and process the words in a way that they can understand and accept so that they can psychologically Identity.

6. Conclusion

External propaganda translation is an intercultural communication activity that focuses on external propaganda and establishes good international influence. Propaganda is the purpose and translation is the means. The translator needs to pay attention to the understanding ability of the audience readers. On the basis of the reader-centered focus on the content of communication, the translator adopts flexible and more appropriate translation methods that are close to the target language style, that is, the text specification that the translation should be close to the translated language and the readers are willing to accept the form. To make the information understandable and reasonably accurate, special attention should be paid to avoiding ambiguity caused by cultural barriers and affecting the effects of communication, leading to serious consequences that harm the interests of the country's image. In addition, the translator is allowed to play its subjectivity as appropriate, and to adjust, modify and integrate the content structure of the original text. The nature of international propaganda also puts special demands on translators engaged in translation of foreign propaganda. It must not only have extensive knowledge, strong bilingual control ability, but also high translation skills, and must love the motherland and safeguard the country of the noble character of sovereignty. The research on external translation will also develop in an interdisciplinary and multi-perspective direction. In addition to further drawing on various theories in the field of traditional translation studies, relevant theories from the field of linguistics, including corpus linguistics, discourse linguistics, functional linguistics, pragmatics and sociolinguistics, will continue to be introduced. In the study of foreign-language translation, it also has a good guidance and promotion for folk culture English.

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