

Translation of Local Snacks and Promotion of City Image

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Abstract: Going global for local food culture helps to create and spread city image. Local special snacks are an essential part of local food culture and the translation of local special snacks is beneficial to the promotion of a city image. The purpose of translation for local snacks is mainly to spread local food culture and promote the city image of a certain region. The paper intends to discuss the relationship between local snacks and promotion of city image from the perspective of the Skopos theory, taking the translation of local snacks at Zhaotong City, Yunnan Province in China as an example.

1. Introduction

Going global for local food culture is an essential part of China's "One Belt And One Road". City image, a kind of soft power, plays an indispensable role in urban development and competition[1]. Local food culture is a part of city image and the translation of local snacks can help to create and spread image of a city. Undoubtedly, it is a kind of cultural enjoyment for tourists to taste local special snacks during our journey, which will make the travel experience more memorable. Food culture of a certain region is often closely related to its local snacks. Local snack is a part of food culture in the region and the translation of local snacks is beneficial to the promotion of city image.

A lot of researchers in China have studied city image or translation of local snacks respectively, but there is hardly any study on the relationship of local snacks and promotion of city image. A few scholars at Zhaotong City have done some researches on subjects related indirectly to Zhaotong' city image, but their researches are mainly on the tourism development for the city[2]. The author intends to discuss the relationship between translation of local snacks and promotion of city image from the perspective of the Skopos theory.

2. Local Food Culture and City Image

Chinese people always say that food is the first necessity of the people. Food culture in China first lies in its rich creativity, which benefits from China's complex and diverse geographical environment and continuous integration of historical culture. Extensive food material promotes people's psychological choice and makes the dishes become plentiful and varied. Since there are obvious regional differences in Chinese food culture, people in different places have different tastes. The establishment of a local food culture is closely related to its local products, climate, history, culture, religion and other factors. Regional culture is the root of local cuisine and regional cuisine is alive only by following cultural inheritance. As people in different regions speak different dialects, the dish names of a certain region also reflect how people name the dishes with local dialects.

Urban image has become a hot topic with the gradual abundance of material life, as people have higher and higher pursuit of urban cultural functions. In general, city image is the integration of tourism, culture, sports and environment, forming a marketing mechanism of joint departments, linkage between the top and the bottom, and government and enterprise cooperation. City image is rooted in the soil of national culture and regional culture. For tourists, a city's image is first reflected by the local food culture.

When we talk about city image from the perspective of local food culture, we find it is the local food culture that makes a certain city distinguishable from other cities. The city image is accompanied by its most distinctive specialty, which makes the city quite unique. The names of the most distinctive specialty of a city are even familiar to those people who do not live there. When we talk about Beijing Municipality, dishes like Quanjude Roast Duck and Mutton Hot Pot come to the mind. When we think about Tianjing Municipality, snacks such as Go Believe and Tianjing Big Fried Dough Twist make quite an impression. When we mention Chongqing Municipality, Spicy Hot Pot calls to mind. When we mention Yunnan Province, we think of Crossing-the-bridge Rice Noodles. In short, there is a real correlation between a city's image and its local snacks. Local food culture is part of city image and translation of local snacks can help to create and spread image of a city, therefore tourists can have a general understanding of the local culture of the city.

3. Characteristics of Zhaotong Local Snacks

Located at the junction of Yunnan, Guizhou and Sichuan provinces, Zhaotong City is a place where the people of the three provinces enjoy frequent exchanges. The flow of population makes the Sichuan cuisine, Guizhou cuisine and Yunnan cuisine blend here, forming Zhaotong cuisine with special flavors influenced by the three provinces. Thanks to its special geographical advantages, Zhaotong abounds with apples, potatoes, gastrodia elata, buckwheat, peas, kidney bean, beef, mutton, etc. On the other hand, different nationalities have different eating habits. Except the Han people, there are also the Hui people, the Yi people, the Miao people, the Bai people, the Buyi people, the Zhuang people. Among them, the eating custom of the Hui people is quite different from other peoples, since they don't eat pork and beef is the main meat source for them instead.

In September, 2011, a book entitled A Collection of Local Specialties in Zhaotong was published by Yunnan Art Publishing Press[3]. On November 22, 2017, the 31st lecture series of "Zhaotong Developmeng Forum" with the theme of "City Brand and City Image Building" was delivered at Zhaotong Auditorium[4]. All these activities reveal that the local government and its citizens are making efforts to promote Zhaotong's city image. As a part of city image, the translation of local snacks should also be paid close attention to.

The dish names selected by the author are divided into four categories: Dialect-related Dish Names, Regional Specialty Related Dish Names; Ethnic-flavored Dish Names, Dish Names of Special Cooking.

Dialect-related Dish Names: Shao Yangyu, Laonai Yangyu, Zhaotong Zha Yangyu, Zhaotong Shao Yangyu, Qiao Baba, Youmen Xiaogua

Regional Specialty Related Dish Names: Tianma Tuji Tang, Yanshan Liangfen, Beizha Liangfen, Lvdou Gao, Qiaomai Bing, Qiao Mixian, Qiaomai Mantou

Ethnic-flavored Dish Names: You Xiang, Liangpian, Ganba

Dish Names of Special Cooking: Suancai Hongdou Tang, Tangshui Erkuai, Dan Baicai, Xi Doufen, Qinghongdou Xiaogua Tang, Dou Men Fan

4. Translation Skills for Local Snacks at Zhaotong

There are mainly two guidelines to regulate translation of Chinese dish names into English. On March 13, 2012, Foreign Affairs Office of Beijing Municipal Government announced that the newly published book Enjoy Culinary Delights: The English Translation of Chinese Menus standardized about 3,102 Chinese and western food names[5]. On June 20, 2017, the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) and the National Standards Commission (NSC) jointly issued a series of national standards for the translation and writing of English in the field of public services[6].

With the help of the above two guidelines, translators have a general understanding of the translation skills of the dish names. However, translators still have to get over many difficulties when it comes to the actual translation process of Chinese dish names into English, since local food culture in China varies from place to place and local food culture is closely related to its local

products, climate, history, culture, religion and other factors. The author finds that the perspective of the Skopos theory will be of great help to the translation of local snacks at Zhaotong combined with the above two guidelines.

Vermeer first put forward the three rules of Skopos theory: skopos rule, coherence rule and fidelity principle[7]. The skopos rule is the first rule which translator should follow in the translation of local snacks, while both the fidelity principle and the coherence rule are subject to the skopos rule. Translation skills are decided by the purpose of translation of local snacks. The purpose of translation for local snacks is to convey the materials, the local specialties, the cooking ways, the dialects, and the religious factors. The coherence rule requires that the translated dish names must be coherent, meaningful and understandable. The fidelity principle of Skopos theory suggests the degree and form of fidelity to the original dish names is decided by the purpose of translation and the understanding of translators.

4.1. Transliteration + free translation

For the local snacks containing information of places: Yanshan Liangfen, Beizha Liangfen, Zhaotong Shao Yangyu, the regional cultural information should be highlighted and the local eating habits should be reflected, and transliteration should be considered first. First translate the origin or place name, and then translate the content. Yanshan and Beizha are both towns at Zhaotong City, while Yangyu is the local dialect for potato. Yanshan Liangfen and Beizha Liangfen should be translated into Yanshan Bean Jelly and Beizha Bean Jelly respectively. The local dialect Yangyu can be translated into the standard English potato, so Zhaotong Shao Yangyu can be translated into Zhaotong Roasted Potato. In addition, for some snacks with a certain degree of recognition in the English context, transliteration can be adopted, such as the English translation name Mantou. Therefore Qiaomai Mantou is translated as Mantou with Buckwheat.

4.2. Transliteration and Annotation

This kind of translation skill is adopted for those local snacks containing ethic flavors: Youxiang, Liangpian, Ganba. The three snacks are all halal food. The translator need to convey the ethic flavor by transliteration, meanwhile annotation should be adopted to make the translated dish name understandable. Youxiang can be translated as Youxiang(Deep-fried Flour Dough), Liangpian can be translated as Liangpian(Soft-boiled Beef Slice), Ganba can be translated as Ganba(Dried Beef)

4.3. Free translation of cooking methods + main ingredients + auxiliary ingredients

The dish names such as Zha Yougao, Chao Shu Hongdou, Kao Erkuai, Dou Men Fan, Suancai Chao Erkuai emphasize the cooking method, so the cooking method should be translated first and then the main and auxiliary materials by free translation. Zha Yougao can be translated into Fried Potato Cake, Chao Shu Hongdou can be translated into Stir-fried Crisp Snap Beans, Kao Erkuai can be translated into Roasted Rice-flour Cake, Dou Menfan can be translated into Braised Rice with Beans, Suancai Chao Erkuai can be translated as Stir-fried Rice-flour Cake with Sour Pickled Vegetable.

4.4. Free translation of main material + shape

For local snacks such as Lvdou Gao, Xi Doufen, Qiaomai Bing and Qiaomai Mixian, this kind of characteristic snacks focus on the shape, so the main material should be first translated and then its shape with free translation. Lvdou Gao can be translated as Mungbean Cake, Xi Doufen as Thin Pea-flour Soup, Qiaomai Bing and Qiaomai Mixian as Buckwheat Cake and Buckwheat Rice Noodles respectively.

4.5. Free translation of main materials + auxiliary materials

This translation skill is mainly used in the translation of soups and desserts: Suancai Hongdou Tang, Tianma Tuji Tang, Qinghongdou Xiaogu Tang, Tangshui Erkuai, Dan Baicai. Suancai Hongdou Tang is translated as Sour Pickled Vegetable Soup with Snap Bean, Tianma Tuji Tang is translated as Chicken Soup with Gastrodia Elata, Qinghongdou Xiaogua Tang is translated as

Marrow Soup with Green Snap Bean, Tangshui Erkuai is translated as Rice Cake in Sweet Soup, and Dan Baicai is translated as Plain Boiled Cabbage.

5. Conclusion

The aim of the translation of local special snacks should not only accurately convey the basic information, but also convey the hidden local diet culture information. From the perspective of the Skopos theory, the thesis finds that the translation of local snacks need to focus on the purpose of translation: to convey the material, the local specialties, the cooking ways, the dialect and the religious factors. The skopos rule is the first principle that translators need to keep in mind. When the translators are clear about the translation purpose of local snacks, they can use different translation skills accordingly. Through the translation of local snacks, translators can do their part in spreading local food culture to the outside world so as to promote the city image of a certain region.

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