

Study on Translation of Tourism Texts from the Perspective of Semiotics

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Abstract: Translation is a Highly Practical Activity, But It Still Needs a Solid Theory to Guide Its Future Development. Semiotics Plays an Important Role in Translation. However, with the Continuous Increase of Per Capita Disposable Income, More and More People Choose to Travel as One of the Main Ways of Relaxation and Leisure. Therefore, the Proportion of China's Tourism Industry in China's Economy is Increasing, Which Has Brought Great Promotion to the Improvement of China's Economic Level. At the Same Time, Foreign Tourists Continue to Travel in China, the Chinese People Are More and More Able to Travel Abroad. the Translation of Tourism Texts into English Can Effectively Spread Chinese Culture and Build a Good International Image. the Semiotics Theory Conforms to the Current Trend of Cultural Collision and Integration, Further Elevates the Form Transformation of Language to the Integration and Analysis of Culture, Explains and Expresses the Deep Meaning of Language, and Makes Tourism Translation Truly Become a Bridge of Cross-Cultural Communication. Therefore, This Paper Studies the Translation of Tourism Texts from the Perspective of Semiotics, and Further Finds the Value and Role of Semiotics in the Translation of Tourism Texts.

1. Introduction

The Development of the Tourism Industry Has Reached a New Stage of Development, More and More Tourists Demand for Tourism is Not Only on the Natural Scenery and Landscape, the More Hope to Be Able to in the Process of Tourism, Can Feel the Humanities and Cultural Connotation of Self-Restraint and Infection, It Also Represents the Tourists to the Requirement of Tourism is Higher and Higher. through the Translation of Tourism Texts, Foreign Tourists Can Understand and Understand Some Tourist Attractions in China, Which is of Great Significance and Value for Promoting Chinese Culture and Shaping China's Image. in the Process of Tourism Text Translation, It is Necessary to Translate All the Texts Related to Tourism, Such as Attributes, Schedule, Introduction of Scenic Spots and Landscape, Advertisement, Tourism Slogan and Contract Content, Etc., Which Can Also Be Divided into Different Styles, Such as Official Letter, Contract and Advertisement. At Present, There Are More and More Studies on the Translation of Tourism Texts into English, But They Are Basically a Summary of Translation Practice and Lack of Studies on the Translation of Tourism Texts from the Perspective of Semiotics. Therefore, This Paper is of Great Theoretical Value to the Study of Tourism Texts Translation from the Perspective of Semiotics.

2. Overview of Relevant Theories

2.1 Overview of Tourism Text Translation Features

Tourism Text Translation is Designed to Serve the Tourism Industry, Showing a Cross Language, Time and Space, Cultural Differences and Psychosocial Characteristics. the Scope of Translation is Very Wide, Basically Covering All Aspects of Social Life and Translation Activities ^[1].

From the Perspective of Tourism Translation Means, It is Mainly Divided into Simultaneous Transmission, Accompanying Interpretation, Alternating Transmission, Whispered Interpretation, Machine Translation and Translation, Etc., and the Language Symbols Involved Are Mainly Divided into Three Types, Namely, Interlanguage, Interlanguage and Interlanguage. the Subject Matter of Translation Can Be Divided into General Translation and Literary Translation ^[2].

The characteristics of tourism translation are interesting, comprehensive, theoretical and practical. The reason why interest should be reflected in the text is that tourism is designed for people to relax themselves and get leisure and entertainment. Therefore, the text translation should greatly enhance the interest of tourists and attract them to travel to China. The theory lies in the need to apply theory to guide the translation process, and tourism text can also play a negative role in the process of translation. Comprehensiveness refers to the extensive scope and fields involved in tourism translation, including national culture, customs, cultural background, natural environment and other aspects, so it is more comprehensive and extensive. The practicality lies in that the level of tourism translation needs to be improved through practice^[3].

2.2 Overview of Semiotics

Semiotics refers to the systematic and scientific study of symbols, and people's social life has a variety of symbols, among which the language symbols show extremely complex and typical characteristics. The study of language by semiotics can be systematic and scientific. The semiotics theory itself is open and compatible, and can have a deep understanding of the problems in the translation process. Because semiotics studies the relationship between human beings and language, and human beings themselves have extremely rich connotations and constantly extend outward, the fields that have relations with translation in human social activities are all the categories of semiotics. From the perspective of semiotics, language is defined as: language is a part of many symbols in culture, different from other symbols: language itself can reflect the characteristics of symbol systems in other fields, but it is independent of other systems. The development of translation activities can best show the characteristics of the symbol system^[4].

3. The Value and Significance of Semiotics in Translation of Tourism Texts

Translation in general involves two or more languages, language symbol system will be carrying social information and the cultural connotation, and people's cultural heritage, education, communication and learning is through language symbol system, and the differences between language and culture are due to symbolic behavior patterns to produce production don't. Therefore, to understand and further study the fundamental rules of translation, it is necessary to expand the translation business and fully analyze translation with the new translation theory.

To study translation from the perspective of semiotics is to regard translation as a cross-cultural and cross-regional language communication activity, while the cultural connotation and information activities in the society are expressed through different symbolic systems. From the perspective of semiotics, the study of interlanguage and communication can help to fully understand and recognize words, sentences and other language structures as much as possible, and also help to have a profound understanding of the symbolic and symbolic meaning of language in the shortest time. Therefore, to make full use of semiotics to study translation can overcome the barriers and barriers in culture. Of tourism text translation from the semiotics as the aspect of knowledge, and field widely involved, which contains the national culture, connotation, local conditions and customs and habits, etc., the understanding of the content level of high and low to a certain extent, will affect the quality of the translation, a further larger influence on tourists travel desire. Therefore, tourism translation text depends on the grasp and cognition of cultural connotation in semiotics. In the process of translation of tourism texts, it is necessary to reduce the barriers caused by cultural differences to the greatest extent, and to add more special national colors and emotions, so that the contents containing the connotation and conservation of Chinese civilization can be accurately understood by foreigners.

4. Application of Semiotics in English Translation of Tourism Texts

Because the tourism text involves a wide range of fields, it can be found that the tourism text contains different cultural factors, which need to be fully expressed in the process of translation. From the perspective of semiotics, tourism texts can be translated into English in the most effective

way, showing a full understanding of cultural connotation.

4.1 Referential Meaning

Stating meaning refers to the objective and the head of the world will use the language symbol, and the object of the relationship between things and events, the main use of vocabulary, sentence and discourse, and fragments to effective performance to the objective world, this process reflects the people's cognition, so that is known as the cognitive meaning, in most cases, the stating meaning and linguistic symbols show the surface meaning of similar or identical ^[6].

For example, on The part of The tourist attractions in The process of translation, The original language itself contains a lot of Chinese and connotation, can obtain The basic information of attractions for people, inspire imagination and express people's emotion, for example: "Tiger Beach." this place name should be translated into: "The Tiger Beach Park, if directly transliterated, leads to The information expressed by The" Tiger Beach. "less, people can't from realize the connotation of the information. Therefore, for similar words carrying more cultural connotation and meaning, we can use a variety of translation skills, such as literal translation and transliteration.

4.2 Linguistic Meaning

Intra-linguistic meaning is mainly a generalization of the relationship between linguistic symbols. Therefore, the languages of English and Chinese are different. In terms of phonetic expression, English has two kinds of final rhyme and alliteration, while Chinese lacks alliteration and there is no Chinese four-tone pronunciation in English. Locutionary meanings are mainly embodied in the words between using a variety of methods, such as repeated, double tube, onomatopoeia, although such expression in the stranger looks quite image and can in the shortest possible time to understand, but in general, to translate Chinese into English, need to be in Chinese and the corresponding words in the English language is a very difficult thing ^[7]. In particular, in the process of translating poems describing scenery in tourist texts, great attention should be paid to the rhyme and antithesis, etc. For example, When I reach the top and hold all mountains in a single glance

4.3 Pragmatic Meaning

Semiotics refers to the relationship between users and symbols as pragmatics. In the process of translation, tourism texts are often communicated across cultures, regions and languages, so pragmatic or interlingual adjustments are needed. It can be found that the words, sentences and allusions used in different languages have typical meanings and representativeness, and show certain uniqueness, particularity and characteristics of national culture. For example, the words describing the colors of real objects show a kind of national characteristics, which should be emphasized and valued in the process of translation ^[8]. For example, China has a quite rich food culture habit, and the color is described as cream-colored, which is a kind of pale yellow, and should be expressed as cream, because among foreign food, yellow food like butter is one of its common food ^[9].

Translation is not only the conversion of two languages, but also the transplantation of two different cultures, which belongs to semiotics. In tourism texts with a large number of cultural connotations and humanistic information, symbols are required to play a role in the translation, which requires translators to be able to grasp the text on the macro level and deal with the details on the micro level. In the process of publicity, translation is needed to reinterpret and express the national culture. The most basic principle in tourism translation is to reflect the national culture and connotation and attract international tourists ^[10].

In pragmatic meaning, we can also use domestication, perspective transformation, intra-linguistic meaning or combination of referential meaning and pragmatic meaning. When using domestication translation strategy, should stand in the foreigner's thinking on translation, reduce the foreigner for some places do not understand, for example, in translation "beauty", to be able to use Chinese Cleopatra, because Cleopatra in the foreigner is also belongs to the most beautiful woman in the heart, in this translation method can make westerners to such words to understand the extent of the more profound. However, in the transformation of perspective, English language habits should be

taken into account, and the translation should not use exaggerated techniques, which reflects an objective and scientific nature and conforms to English grammar and language habits ^[11].

5. Conclusion

Tourism translation is different from other translation, which shows a kind of particularity and comprehensiveness. The main purpose of tourism text is to publicize and explain Chinese culture, so as to further attract potential tourists, enhance their interest in Chinese culture, and further stimulate the motivation of these tourists to visit China. The translation of tourism texts into English should become a kind of cultural recreation and analysis. Translators should take the interpretation of tourism culture in the text as their own work to show their cultural experience and sensitivity. At present, China's international strength is getting stronger and stronger, and it has better tourism resources, so it attracts more tourists and promotes the prosperity of China's tourism industry. However, some translators' own level, understanding degree of culture and translation level are low, which leads to poor translation effect of tourism texts. Therefore, this paper analyzes the translation of tourism texts from the perspective of semiotics, and gives some Suggestions and strategies, hoping to achieve a higher quality in the translation of tourism texts.

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