

Traditional Chinese Medicine Translation Strategies from the Perspective of Communicative Translation Theory

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Abstract: Traditional Chinese medicine translation, as a branch of science and technology translation, aims to achieve the transmission of information and the realization of functions with correct and concise language, instead of pursuing rhetoric expression with gorgeous and changeable language. Under the guidance of communicative translation theory, the translator can ensure that the target language is well equivalent to the original text through the flexible use of literal translation, translation, free translation and other translation methods. According to the translation theory, the criterion for evaluating translation is no longer “equivalence”, but “appropriateness”, that is, the degree to which the translation meets the translation purpose. In the light of communicative translation theory, through the analysis of the translation of Chinese patent medicine instructions, it is proved that in order to achieve the expected purpose, it is feasible to use free translation, deletion and other strategies in the translation process.

1. Introduction

As a general designation of traditional Chinese medicine, traditional Chinese medicine is the crystallization of the wisdom of the Chinese nation for thousands of years. Although there are great differences between traditional Chinese medicine and western medicine in terms of treatment principles and clinical methods, traditional Chinese medicine has attracted more and more attention and favor from patients at home and abroad due to its natural herbal formula and magical curative effect on some difficult and complicated diseases [1]. As far as translation is concerned, different environments, objects of conversation and different styles determine the different methods and means adopted in the translation process. Among many reasons, the translation of the instruction manual of Chinese patent medicine is a problem that cannot be ignored [2]. For users who do not understand the drug or the original instructions, the translation plays a role in providing first-hand information. However, only under the guidance of scientific and reasonable instructions, the therapeutic effect of Chinese patent medicine can get the best play. As an important basis for guiding clinical rational use of drugs, the Chinese patent medicine manual is a special discourse reflecting the information of drug safety and effectiveness. Therefore, based on Newmark's communicative translation theory, in view of the clear translation purpose, clear use function and unique text features of traditional Chinese medicine, aiming at the features expressed in traditional Chinese medicine and the translation efficacy, To explore the principles of translating Chinese traditional medicine into English: the normative principle, the faithful principle and the domestication principle of cultural factors.

2. The Concept of Communicative Translation Theory

Peter Newmark, a British translation theorist and educator, has analyzed and studied many translation theories and principles. He has studied the theories of case grammar, semiotics, stylistics, cross-cultural communication theory, functional grammar and discourse analysis, and put forward translation linguistics, translation theory, translation skills and translation teaching [3]. Translation requires translators not to accept everything passively. He can participate in determining the purpose of the translation, especially when the recipient is not clear about the purpose of the translation due to lack of professional knowledge or other reasons, the translator can obtain the

purpose of the translation from the special translation situation. It is believed that translation behavior is a kind of communication behavior driven by the purpose and centered on the result in order to realize the cross-cultural and cross-linguistic transformation of information [4]. Therefore, semantic translation often attempts to reproduce the original form without violating the target language. In semantic translation, the words and sentences of the original text are regarded as immutable, even when the original text is ambiguous and wrong, the translator cannot modify them. However, translation is only a kind of language conversion based on the source text. The theory focuses on the behavior of the translation process, the role of the participants and the environment in which the translation process takes place. Newmark said: "The purpose of communicative translation is to reproduce the same effect felt by the original readers in the target language as much as possible" [5]. Semantic translation shows objectivity, maintains the cultural, syntactic features and vocabulary of the source language, and is faithfully faithful to the original author [6]. In the same translation, there may be many different purposes. The translator can sort them according to the primary and secondary functions of all purposes, and can choose the translation purpose according to the specific situation of the text.

3. Problems in Traditional Chinese Medicine Translation

In terms of syntax, one cannot reasonably change sentence patterns and grasp sentence structures. Because Chinese emphasizes parataxis and parataxis, a sentence is often made up of several phrases. The meaning groups and components in a sentence are connected through internal connections. Most sentences have no subject. Although translation is regarded as communication in terms of translation approaches, communicative translation in this case actually regards the target readers as orientation. However, there are still many problems in the specifications of proprietary Chinese medicines on the market, such as taboos, precautions, unspecified medication instructions for special groups, lack of clinical pharmacology and toxicology, etc. In terms of structure, prepositions and conjunctions are rarely used, and the form is relatively loose, and sentence patterns such as clauses and imperative sentences are not particularly highlighted [7]. In traditional Chinese medicine, clauses and imperative sentences are frequently used. In English expression, passive voice is often used to discuss objective facts that are not transferred by human will [8]. Second, the traditional Chinese medicine itself is also a description of objective facts, rather than the viewpoints of pharmaceutical manufacturers or pharmaceutical manufacturers. Therefore, the passive voice of the third person is often used in the description of drugs. As for the unification of translated terms, it is difficult to find a suitable word translation in English because Chinese medicine terms are difficult to understand and the same term can be interpreted differently in different environments. In addition, the pharmaceutical ingredients, pharmacological actions and other parts of traditional Chinese medicine contain more common words and professional words for professional expression. Because these words exist in both Chinese and English, translators should translate these words according to the rules, so that the words are equivalent in meaning and function.

4. Principles of Chinese-English Translation of Traditional Chinese Medicine

4.1 Normative principles of traditional Chinese medicine translation

Traditional Chinese medicine is a highly specialized scientific and technical practical writing. Its purpose is clear, mainly to make the pharmacological effects, usage, dosage, indications and taboos of drugs clearly presented to doctors and patients, so that they can use drugs rationally to achieve the purpose of curing diseases and saving lives [9]. Different countries also have different standards for traditional Chinese medicine. This long-term written standard is constantly integrated and developed with the requirements of consumers to read the manual. Over time, the habit and focus of readers to read the manual have emerged. Standardized and detailed specifications of Chinese patent medicines are the prerequisite for translators to carry out standardized English translation. Therefore, the standardization of the preparation of specifications of Chinese patent medicines is the

first step in English translation and should be the responsibility of relevant national supervision departments of Chinese patent medicines and pharmaceutical enterprises. Translation activities under the guidance of communicative translation theory attach great importance to the cognitive schemata of various special structures and universal structures contained in the original text. The richer and more specific the cognitive schema contained in the source document, the more conducive it is to the translation practice and research of the original text [10]. Through the analysis of the collected Chinese and English instructions, the main structure and the purpose of use are basically the same, but the language style is slightly different. According to Newmark's theory of text type analysis, as the specification of information-based text, translators should pay attention to two major functions in the process of Translation: transmitting information and attracting consumers. In order to promote the export of traditional Chinese medicine and the spread of traditional Chinese medicine culture, we should gradually play their respective roles and actively cooperate with each other to generate standardized professional English versions and realize their communicative functions in the target language.

4.2 The principle of faithfulness in the translation of traditional Chinese medicine

The “faithfulness” of traditional Chinese medicine translation is not only the faithfulness of the translation to the original content, but also the faithfulness of the original information and destination to the target readers. A large part of the vocabulary in traditional Chinese medicine is professional vocabulary. When translating, we need to know the necessary medical knowledge and choose the proper translation meaning. We know that “lotion” is often used in medicine to refer to lotions and the like. It can't be taken orally. The term can only be used in English slang to refer to wine or drink. In text creation, rhetoric includes not only rhetoric in situational context, but also rhetoric in linguistic context, pragmatic context and cultural context. In other words, pragmatics, grammar and semantics are a kind of rhetoric expression function integrated in sentences and concept segments. According to Newmark's communicative translation theory, the translation forms communication with the reader, and “tells” the reader the content and intended purpose of the original text. This kind of faithfulness can be reflected in the understanding of the instructions, figures and figures, language forms, etc. There can be no omissions, mistranslations and deletions in the translation process. However, most of them know little about traditional Chinese medicine, so translators should try their best to meet the needs of this part of the population, make the translation conform to their cultural concepts and language habits, so that foreign consumers can correctly understand and use traditional Chinese medicine.

4.3 The principle of cultural factor domestication in traditional Chinese medicine translation

Whether the translation of traditional Chinese medicine can form good communication with readers is not only influenced by vocabulary, sentence patterns and other factors, but also cultural factors need to be paid attention to by translators. In translation, affirmative sentences can be converted into negative sentences. The opposite is also true. For example, if you do not understand the instructions on the box. When the pharmaceutical enterprises compile the specifications of Chinese patent medicines, they should not only abide by the domestic regulations, but also have a vision to meet the export demand: for the initiator or client of the translation, the main purpose of their translation can be explained as to make the drugs sell well at home and abroad and increase the economic income. In addition, the more important is the communicative purpose of the translation, that is, to convey the main information of the translation, so that the recipient can understand the instructions, so as to be able to use the medicine correctly. Translators cannot translate such expressions literally. As drugs are exported to foreign markets, the translation of drug instructions should be understood by consumers. For foreign consumers, they cannot understand “promoting blood circulation” and “activating collaterals”. Traditional Chinese medicine exists for the purpose of enabling medical staff and patients to understand the key points such as the pharmacological effects, usage methods, usage quantity, applicable symptoms and taboo of drugs, so as to ensure that drugs can be used rationally and achieve the purpose of curing diseases and saving lives. Therefore, the translation should not only conform to the expression habits of English morphology, syntax and

discourse, but also take into account the cultural background and knowledge structure framework of the receiver, so as to achieve the unity of professionalism and easy to understand.

5. Translation of Traditional Chinese Medicine Guided by Communicative Translation Theory

5.1 Literal translation determined by the principle of faithfulness

The function of the instruction manual is to answer questions and solve doubts about the drug information, with general questions and special questions as the titles, which is more in line with the language usage habits in daily communication and is convenient for readers to inquire about traditional Chinese medicine. Literal translation is the most common and important translation method. Is the law of fidelity. For example, the original sentence of codeine is an entirely new and patented cough medicine is completely equivalent to the sentence components in the translation. Codeine is relatively “codeine”, integrity new and patented is relatively “brand new and patented”, and cough medicine is relatively “antitussive”. To achieve its communicative function in the English context, in order to promote the Chinese patent medicine to compete for a larger international market and achieve more economic benefits; because Western thinking is rational, the results of experiments and specific data are always used in medicine to show the pharmacological effect and efficacy of drugs, which is very clear. In contrast, the Han nationality's emphasis on savvy, reflected in the traditional Chinese medicine, is general and vague. Cultural differences will affect consumers' understanding of drugs, skillfully avoid cultural barriers between different languages, and prevent the adverse consequences of misuse of drugs due to instructions. From a stylistic point of view, big words and uncommon words can give people a formal, solemn and professional feeling, and have the characteristics of strong professionalism and high credibility when read, thus ensuring that drug users have a sense of security for drugs, which is exactly what traditional Chinese medicine requires.

5.2 Translation under the guidance of coherence principle

When translating traditional Chinese medicine into English, the fidelity of semantic communication is also attracting attention. Traditional Chinese medicine's vocabulary seems simple and common, but due to the particularity of the context, simple words will also be given professional meanings. In order for the translation to express the thought of the original text accurately and smoothly, it is necessary for the translator to adjust the expression form of the original text to conform to the language habits of the translation. In terms of content, the instruction manual of traditional Chinese medicine belongs to scientific and technological style, with the rigor of general traditional Chinese medicine. Information such as efficacy language, clinical pharmacology and drug interaction is not only an important basis for doctors to select drugs, but also embodies the principles of traditional Chinese medicine. Passive voice, which is often used in English, can be used in Chinese translation, which is more in line with Chinese language habits. For example, not to be used with patients with poliuria, hyperkalemia, translated into the main sentence “polyuria or hyperkalemia is prohibited.” These are all the major and difficult points in the English translation of Chinese medicine instructions. In terms of form, in addition to professional Chinese medicine terms, the Chinese medicine instruction, especially the functional language part, uses four-character lattices and semi-classical Chinese, which is unique in Chinese. Therefore, in the translation of the efficacy language of the Chinese patent medicine instructions, the translator should, according to the foreign consumers' understanding of traditional Chinese medicine and the requirements of drug manufacturers, appropriately delete the incomprehensible parts in the above translation, retain the comprehensible components, or rewrite the translation without departing from the original meaning.

5.3 Free translation under the guidance of purposive principle

If the content of the original text conflicts with the expression form of the translated text, free

translation is needed. The first is ellipsis. Although some words and phrases are indispensable in the original text, they are unnecessary in the translation and can be omitted in the translation process. Every language contains its own culture. Translators should not only solve cultural barriers but also make the translated language understandable and acceptable to the readers. At the textual level, there are great differences between Chinese and English. Chinese first expands the content and meaning layer by layer, then closes it up, and then makes a point at the end. It is a logic from far and near. As a part of culture, language is not only a cultural phenomenon, but also a carrier of culture. Different languages reflect different ways of thinking and communication, and they are also ways of cultural communication. According to the theory of communicative translation, translation no longer blindly pursues the mechanical equivalence between the target text and the original text. The equivalence should be determined by the purpose of translation. The original text only provides information. Literal translation can not convey the spirit of the original text, so the translator is required to interpret it from the perspective of the original language. For example, allow tables totally. For enteric drugs, it must be clearly explained to the patient that the method of administration is “do not chew”. The principle of faithfulness means that a translation should be faithful to the original, but the degree of faithfulness should be determined by the translation purpose and the translator's understanding of the original. Among the three laws, the law of faithfulness is subordinate to the law of coherence; at the same time, the two laws ultimately depend on the law of purpose.

6. Conclusions

The translation of traditional Chinese medicine is a kind of unique application style. The translator should not only have a good foundation of English, but also master certain professional knowledge. According to the above translation principles of traditional Chinese medicine, the translator should translate these words in a very clear way, and transform the refined Chinese expression into easy to understand English. Analysis of the content and formal features of the original text, preparation of English translation resources and tools, selection of English translation strategies, establishment of memory bank and terminology bank and other English translation behaviors, so as to generate a translation that conforms to the reading habits of the target readers both structurally and linguistically. The translator should specify the translation purpose when translating the Chinese patent medicine manual. In the process of translation, we can deal with it flexibly according to the purpose of translation, adopt various translation strategies, correctly and effectively convey the information of traditional Chinese medicine, make businesses profitable, enable consumers to understand drugs and use drugs correctly. In consideration of the principles of standardization, faithfulness and domestication of cultural factors in the translation of traditional Chinese medicine, a traditional Chinese medicine that can be understood, understood and believed by foreign consumers can be translated.

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