

Research on the Theory of Ecological Translation and its Application Strategies

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Abstract: The value of translation theory lies in guiding practical application. With the development of economy and society, people pay more and more attention to the ecological environment. Under this background, the dimension of ecology has entered many fields of social science, including translation. The theory of ecological translation is a great theoretical system and has strong adaptability in translation practice. This paper focuses on the research of ecological translation theory and its application strategies.

1. Introduction

With the advancement of globalization and the change of social development environment, ecological translation has been developed and has made great progress. The emergence and development of ecological translation have both global and Chinese factors. There are external and internal factors as well as objective and artificial factors. Ecological translation has its contingency and inevitability at the beginning of the new century. The research of ecological translation has been deepening. Ecological translation theory is widely used in translation practice, so it is necessary to research its application strategies.

2. Ecological translation theory and its development

Ecological translation theory is a new translation theory put forward by Gengshen Hu, a famous professor of Tsinghua University. Ecological translation is to select the translation works from the intrinsic ecological structure of the original text, and recycle the inherent ecological structure of the original work to reproduce in another language in the process of translation. It does not emphasize the process of translation unilaterally; Ecological translation is first destined to have its own characteristics. Ecological translation, as a cross-learning approach, is based on the theory of ecological rationality and ecological perspective.

Ecological translation is using the ecological reason to translate the whole study of the comprehensive view from the perspective of ecology, which is one field of research of the adaptation and selection of the translation ecological paradigm. This theory specifies the interpretation function of the On the Choice of the Adaptation of Translation to the translated text, one is the alternate cycle process of the translator's adaptation and the translator's choice in the translation process, the second is the translation principle, the multi-dimensional selective adaptation and the adaptive selection, and the third is the translation method and the "3-D" (the language dimension, the communication dimension, and the culture dimension), and the fourth is to evaluate the degree of multi-dimensional transformation of the standard, the reader's feedback and the translator's quality. At present, the theory involves nine major research focus and theoretical perspective, that is, the ecological paradigm, the associated sequence chain, the ecological reason, the translation, the translation of the ecological environment, the translator's center, the adaptation selection, the "3-D" conversion, and the post-post chase.

The three foundations of ecological translation are its objectivity, existence and sustainability. The logical logic is a gradual development process from small to large, from part to whole, from less systematic to more systematic. If there is no revelation and direction of "relevance order chain", it is impossible to think about the connection and common problems between translation activities (translation ecology) and nature (natural ecology). If there is no further study on the similarity and

isomorphism between translation activities (translation ecology) and nature (natural ecology), it is impossible to introduce the theory of "adaptation / choice", which is applicable to nature, into the study of translation. If the theory of "adaptation / choice" is not introduced into the study of translation studies, it is impossible to construct the theoretical system of the theory of adaptation and choice of translation. If it is not based on the theoretical system of translation adaptation selection theory, it is impossible to further develop and expand the "three-level" study of ecological translation of the macro-ecological concept, the meso-ontology theory and the micro-text manipulation. Finally, if there is no "three levels" study of ecological translation, it is difficult to construct a relatively complete theoretical system of ecological translation.

3. Application strategy of ecological translation theory

3.1 Constructing ecological paradigm

Translation cannot be done at will. It is a social practice in a certain ideological atmosphere. Therefore, translators need to understand different cultural environments, understand the interaction of different languages and social forces, and construct an ecological environment suitable for the survival of transplanted texts in the process of translation, in order to better translate; we need to adhere to ecological ethics to construct the ecological paradigm of translation.

3.2 Following the association order chain

The association order chain refers to the fact that people's cognitive view of translation activities often follows the research paradigm from language to culture to natural ecology, and pays more attention to the research of translation activities from epistemological level. It embodies a chain of internal logical connections, from translation to language, from language to culture, from culture to human beings, from human beings to nature. The chain of relevance order embodies interactivity and progression in the process of translation.

3.3 Embodying ecological rationality

We can find that whether the natural ecosystem or the translation ecosystem, regardless of the size or level of the system, from the perspective of ecology, especially from the perspective of ecosystem, the rational characteristics of its ecosystem are very significant. Under the concept of ecological translation, in the process of translation, we should embody the characteristics of ecological rationality, pay attention to the whole / relation, emphasize dynamic / balance, embody ecological aesthetics, take care of translation community, and show the ecological ethics of translation, and advocate the diversity and unity of translation methods.

3.4 Persevering in doing something during translating

Translation is an interactive form of translation, translation is an intentional interaction, translation is a kind of interpersonal interaction, translation is a communicative act, translation is a cross-cultural act, and translation is a text-processing act. We should adhere to the principle of "doing something in translation", promote social progress and promote the development of human civilization while spreading culture in the process of translation. Only by constantly enhancing the global consciousness, the subjective consciousness, the cultural consciousness, the functional purpose consciousness of translation, the correct reader consciousness and the skill consciousness, can the translator achieve the best adaptation and the optimal choice, and realize the real achievement in translation.

3.5 Adapting to the ecological environment of translation

Translation ecological environment includes external ecological environment of translation and internal ecological environment. The former mainly includes natural environment, social environment, normative environment, such as politics, economy, history, culture, science and technology, art, philosophy, morality, etc. The traditional customs and so on have the influence and the function to the translation infiltration or the intertwining, the promotion or the hindrance; the

latter includes the physiological and psychological environment of translators and translation researchers. Physiology factors include age, sex and other factors. Psychology factors generally include intelligence, sociality, agglomeration, virtue, emotion and personality. Therefore, translators need to have a profound understanding of the ecological environment of translation, and also to understand various cultural factors to better adapt to the constraints of the ecological environment of translation in order to achieve better translation.

3.6 Adhering to translator-centered view

Translator-centered is one of the focus and core topics of ecological translation theory. The success of translation is closely related to the translator. The quality of translation, the survival and survival of the product are closely related to the quality of the translator. The translator can only take responsibility for all the "others", including the text and the translated ecological environment, and examine his relationship with all the "others" from the perspective of ecological holism and ecological rationality, in order to integrate a greater sense of responsibility into translation activities. The improvement of text quality depends on the translator's ability and creative labor, and vice versa, only with his successful text translation, can the translator truly deserve the "center" position he enjoys.

3.7 Paying attention to Choice and Adaptation

Ecology points out that the survival of any organism is not isolated: there is mutual support and competition among the same species, and there are complex relationships among plants, animals and microorganisms. In more popular terms, the world is well-known as "natural selection, survival of the fittest." Translation theory holds that translation is a translator's adaptation and translator's choice behavior, which is guided by the translator, based on the text and based on the cross-cultural information conversion. As to the relationship between adaptation and selection, the relationship between selection and adaptation is intermingled with each other, and there are contents of adaptation and elements of selection in selection. According to the theory of adaptation, the translator should adapt and choose. There are choices in adaptation, that is, adaptive selection; selection in adaptation, that is, selective adaptation.

3.8 Selecting Three-dimensional conversion

Three-dimensional conversion refers to the transformation of linguistic dimension, cultural dimension and communicative dimension. Linguistic dimension transformation refers to the translator's adaptation to language form in the process of translation. This conversion can take place at different stages, levels and aspects of the translation process. Cultural dimension transformation is a process in which translators pay close attention to the transmission and interpretation of bilingual cultural connotations. It focuses on the differences in nature and content between the source culture and the target language culture, and avoids the misinterpretation of the source text from the perspective of the target language culture. Communicative dimension transformation means that the translator pays attention to the adaptation and choice of bilingual communicative intention in the process of translation. In addition to the translation of language information and the transmission of cultural connotations, the translator is required to focus on the communicative aspects of the translation choice, and pay attention to whether the communicative intention in the source text can be reflected in the target text. Translation involves not only the transformation of the internal structure of the two languages, but also the transformation of the two cultural ideologies. As a carrier of cross-cultural communication, the communicative function of the translated text cannot be ignored. Based on the theory of "language dimension" and "cultural dimension" and "communicative dimension" in ecological translation theory, the author analyzes the translation theory. The translator's adaptation choice needs to reach the highest degree of integration adaptation selection.

3.9 Attaching importance to the pursuit of punishment after the event

It is a metaphorical saying that the emphasis is not on preaching, warning and limiting the

translator, but on the manipulation, domination, manipulation and rewriting of the translator at every stage of the translation activity. That is, the translator makes the choice of adaptability; however, the translator's choice, especially the final translation, is judged and dealt with after each stage of selection or after the event has been translated. Specifically, the translator's choice and arbitration are made after translation according to the principles of survival of the fittest and survival of the weak and strong.

4. Conclusion

In a word, ecological translation has been paid more and more attention by translators as a new theory of translation. Ecological translation researches are a paradigm of translation from an ecological perspective based on the isomorphic metaphor of translation ecology and natural ecology. The focus and theoretical perspective of translation studies are inextricably related to ecology. Further research and practice are needed to form a more perfect theoretical system in the future.

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