

# A Study on External Publicity Translation of Hetao Culture from the Perspective of Ecological Translation

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**Abstract:** Starting from the external publicity translation of Hetao culture, this paper makes a detailed study on the publicity translation of Hetao culture from the perspective of ecological translation and probes into relevant issues of the external publicity translation of Hetao culture. On this basis, we will carry out the internationalization of different ethnic cultures, languages and customs in different regions of China, and strengthen the study on external promotion. When designing the external publicity translation for Hetao culture, we should learn from the relevant knowledge in the field of ecological translation, take translators as the core, adhere to the three-dimensional integration and combine with the local ecology and scene.

## 1. Introduction

Since the reform and opening up, under the stimulation of economic prosperity, Hetao area has become more and more prosperous and Hetao culture has been widely concerned by the public and society. However, in terms of external publicity, Hetao culture has made great progress in the external publicity translation this year, but there are still a series of deficiencies to be made up for. In particular, there is a deep gap between the minority culture and English publicity in Hetao area. For example, the unique cultural characteristics in the external publicity translation of Hetao culture are misinterpreted in terms of translation and publicity. Hetao area has its own unique local customs, national culture, language and writing as well as historical accumulation, which is the heritage of thousands of years of life of the ethnic groups in Hetao area and is the deep root of Hetao culture. On this basis, the external publicity translation of Hetao culture not only helps other countries to understand Hetao culture in, but also is an important part of cultural exchange and integration between China and foreign countries.

## 2. Concept Overview

Under the guidance of Darwin's theory of biological evolution, Professor Hu Gengshen, under the guidance of the principles of "adaptation" and "selection", put forward the theory of "an approach to translation as adaptation and selection" in the first five years of the early 20th century. Based on this, eco-translatology is also the guiding ideology of modern publicity translation. It is the essence and core of eco-translatology to focus on the ecological environment, take the translator as the translation theme, adapt and select more painful choices, focus on three angles and ensure harmony and unity on the basis of ecological environment.

The perspective of ecological translation is based on the ecological environment, including the original text, the source language and the target language. Translation activities are centered around translators and quality of the work is determined according to the capability of translators. In different ecological environments, translators should make their own translation choices around different regions and different works, and flexibly adapt and select based on the ecological environment. On the basis of multiple dimensions, we should adopt the method of multi-dimensional adaptation around different aspects of adaptation and adaptive selection and

carry out multi-dimensional exchange in the dimensions of language, culture and communication. In terms of the principles and norms of the ecosystem, it advocates a harmonious and unified ecosystem, combining with the environment of cultural works and language, to communicate and connect the elements of exchange, culture and language in all aspects of ecology and nature, so as to make them rely on and complement each other. On the basis of the uniqueness of Hetao culture, we should show its characteristics and embody its richness as well as carry out multi-dimensional adaptive connection around the requirements of ecological environment. In the translation of Hetao culture, misreading has always been an obvious problem. It is not only the translators' misreading of the original language and culture, but also the misunderstanding of readers and audiences caused by translation errors. Based on the concept of harmony and unity advocated in eco-translatology and the attitude centering on translators, it is the correct adaptation and selection for external publicity translation to regard it as a whole and to integrate translators into it.

Therefore, it is necessary to carry out the external publicity translation of Hetao culture from the perspective of eco-translatology. Under the guidance of eco-translatology, this paper makes a detailed study on the external publicity translation of Hetao culture, so that translators can understand the unique translation characteristics of Hetao area and culture, and integrate translators and Hetao culture. According to the strategy of the external publicity of Hetao culture, it is necessary to ensure the accuracy and feasibility during the whole process of translation.

### **3. The Study on the External Publicity Translation of Hetao Culture**

The essence of cultural publicity is the combination of cross-cultural studies and translatology. On this basis, the study of the external publicity translation of Hetao culture needs to connect Hetao culture with cross-cultural translation study and accept the guidance of ecological translation. A comprehensive study of the relationship between Hetao culture and ecological translation will also play a good role in guiding and promoting cultural translation. Separately speaking, the study of the external publicity translation of Hetao culture can start from the following aspects:

(1) To study the individuality of Hetao culture and the generality of each national culture based on ethnology and cultural anthropology.

(2) To deeply study the cultural connotation of Hetao culture.

(3) To make clear the exact role and propaganda objectives of Hetao culture in the external publicity translation work.

(4) To connect Hetao culture with western culture and compare their conflict, coordination and identity.

(5) To study the practical significance of the external publicity translation of Hetao culture.

(6) To make clear the publicity ideas of Hetao culture under the guidance of eco-translatology.

(7) To investigate the influence of other factors on the external publicity translation of Hetao culture.

(8) Ways of studying the external publicity translation of Hetao culture.

In the above-mentioned related research projects, the focus of Hetao culture publicity translation work should center on ecological translation. In the current domestic translation environment where English translation is the mainstream, we should make effective use of the medium of English-Chinese translation to analyze the translation of cultural communication into a more efficient and more acceptable translation work. However, the translation of Hetao culture is always accompanied by problems: within the scope of degree, the expression of Hetao culture should preserve the problems arising from the combination of general cultural differences in translation. Therefore, for the external publicity translation of Hetao culture, relevant researchers should focus on the connection between the basic structure of Hetao culture and the universality of general culture, with the main purpose of promoting the spread of Hetao culture internationally. On the basis of in-depth translation research on the uniqueness of Hetao culture, this paper makes a detailed translation study of Hetao culture, retains the spiritual inner shell of Hetao culture, language and folk custom, abandons the old and unsuitable literal translation means and carries out the external publicity translation of Hetao culture on this basis.

From the above, we can see that the key point of Hetao culture publicity translation should center on the research of eco-translatology and the translation of Hetao culture should be evaluated in detail, so as to determine its value.

#### **4. The Significance of the Study on the External Publicity Translation of Hetao Culture**

As a “metonymy” in translation, “eco-translatology” includes a series of ecological metaphors in translation, which is combined with the study of ecological environment of natural environment. In addition, eco-translatology can also be regarded as a kind of “real reference”. From the perspective of translators and ecological translation, it points out that the survival experience of translators in the ecological environment also contains a series of problems of competence development. Compared with other research models, eco-translatology, as a new research mode, has created a new perspective for the development of translology, although its influence is relatively small and its development is slow. In the works of Professor Hu Gengshen, he once mentioned that “the purpose of eco-translatology is to try to find a translation theory paradigm which not only has universal philosophical basis, but also conforms to the basic laws of translation”.

Therefore, within the scope of eco-translatology, translation work should be carried out from the perspective of human beings, and the application of “outline” should play an important role in the purpose. A translation model with translator as the core should be established and a theoretical system should be created by combining the adaptability and selectivity in translation work. Taking this rational translation framework as the focus of translation work, it defines its own translation phenomenon and practice at the basic level and strives to make breakthroughs in understanding and practice. The three models complement and transform each other, which has more significance in practice.

#### **5. Conclusion**

Generally speaking, from the complexity of Hetao culture, we should grasp the uniqueness of Hetao culture, understand its deeper meaning and pursue more flexible and changeable forms. In the practice of external publicity translation of Hetao culture, we should avoid misreading and misunderstanding of Hetao culture. We should combine the environment and situation to avoid misunderstanding and misinterpretation of Hetao culture. We should pay attention to the harmony and unity in eco-translatology and strive for better translation works through combining the situation from the perspective of translators. Regarding the environment, the translators and the audience as an organic whole, translators should have a detailed understanding of all aspects of the translation situation and ecology, flexibly adjusting the translation work from the perspective of cultural and environmental adaptability.

From the perspective of necessity and importance, this paper uses eco-translatology to treat Hetao culture, engage in the research of Hetao culture and related publicity translation work. Among them, the most clear and important significance is to bring translators into the context of Hetao culture, integrate the translation work with Hetao culture and determine the content of the translated texts according to the needs of publicity translation work to maximize its utility, ensuring the accuracy and practicability of the translation work and helping the audience to have a more profound understanding of Hetao culture.

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