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RESEARCH ARTICLE

A STUDY OF THE C-E TRANSLATION STRATEGIES OF REVOLUTIONARY TOURIST TEXTS IN THE MUSEUM OF THE WAR OF CHINESE PEOPLE'S RESISTANCE AGAINST JAPANESE AGGRESSION

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ABSTRACT

Revolutionary tourist texts belong to tourist texts. Extensive research has been conducted at home and abroad on the translation of tourist texts. However, due to the differences in domestic and foreign tourists' cultural backgrounds and the unique characteristics of revolutionary tourist texts, there is less research on the Chinese-English translation of revolutionary tourist texts. Taking the Chinese and English texts in the Museum of the War of Chinese People's Resistance Against Japanese Aggression as examples, this paper explores the C-E translation strategies of revolutionary tourist texts based on text typology, aiming to provide a reference for translating such texts and promote the development of revolutionary tourism.

KEYWORDS

Revolutionary Tourist Texts, Text Typology, Museum of the War of Chinese People's Resistance Against Japanese Aggression, Translation Strategies

1. INTRODUCTION

1.1 The Museum, Revolutionary Tourist Text and Its Translation

Tourist texts refer to texts related to tourist activities, such as texts in tourist brochures or guides, descriptions of tourist attraction, tourist advertisements, public announcements, and so on. There are various types of tours depending on the theme and purpose, such as folklore tours which focus on examining the folk culture of a foreign place; training tours which focus on learning professional knowledge; adventure tours which focus on pursuing excitement, etc. Revolutionary tourism is another new form with Chinese characteristics (Chen, 2004). According to the *Outline of the National Red Tourism Development Plan 2004-2010*, revolutionary tourism is primarily a sort of activity that utilises revolutionary memorial places as attractions and the revolutionary spirit as connotation, organising and receiving domestic and international tourists through modern tourism (Liu, 2016). The Museum of the War of Chinese People's Resistance Against Japanese Aggression (after this referred to as the "the Museum") is a large thematic memorial hall in China that comprehensively reflects the history of the great war of resistance against the Japanese invasion in China (Ouyang, 2018). The theme of the permanent exhibition "Great Victory, Historical Contribution" is "Bear History In Mind, Cherish Peace; Commemorate Martyrs, Build A Future". As the main venue for promoting revolutionary culture and carrying forward the revolutionary spirit, through about 1170 photographs, 2834 artefacts and numerous video images, this exhibition presents a panoramic view of the history of all Chinese people fighting together against the Japanese invasion bravely, highlighting the role of the Chinese Communist Party as the mainstay of the war and reflecting the indelible contribution made by China as the main battlefield in the East to the victory of the world anti-Fascist war (An, 2015). As a form of revolutionary tourist attraction, revolutionary museums are receiving increasing attention from the whole society and even the world in the context of the centenary of the founding of the Chinese Communist Party in 2021. Texts play a significant role as a bridge

between tourist destinations and visitors. The translation of revolutionary tourist texts aims to help international tourists better comprehend the tale of the Chinese revolution, as well as to spread and promote Chinese revolutionary tourist culture.

2. TEXT TYPOLOGY AND THE TRANSLATION

The theory of text types has enriched the theoretical basis of translation and provided new guidance for translation practice. Reiss put forward the "text typology", believing that different types of texts correspond to diverse roles. The analysis of text types is the basis for choosing translation strategies. In the 1970s, translators paid more attention to text typology and text function than ever before, and Reiss built her text typology of translation on the basis of Bühler's functional theory of language. That language has three functions: the expressive, the informative (representative) and the vocative (also appellative or operative) functions. Based on Bühler's three linguistic functions, Reiss distinguished three text types: "content-focused texts", "form-focused texts", and "appeal-focused texts", which she later called "informative texts", "expressive texts", and "operative texts" (Bühler, 1990; Reiss, 2004).

Found a theory of text types is the theoretical basis of this paper. According to recent studies, informative texts should be translated with attention to the accurate transmission of information, expressive texts should be translated with attention to the preservation of aesthetic effects, and operative texts should be translated with attention to conveying the calling effect of the original texts. The author found that there are two main text types within the Museum: informative texts and operative texts. For these two types of texts, the English translation follows the principles of realising the accuracy and faithfulness of informative texts, and realising the inductiveness and persuasiveness of the operative texts. The following section analyses the specific approaches adopted in the translation of these texts.

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3. STRATEGIES OF C-E TRANSLATION IN TRANSLATING REVOLUTIONARY TOURIST TEXTS BASED ON TEXT TYPOLOGY

3.1 The Realisation of Accuracy and Faithfulness

3.1.1 Literal Translation

Some revolutionary tourist texts focus on telling historical stories and events, presenting and conveying facts to tourists. Therefore, these revolutionary tourist texts are informative texts. The informative function lies in the introduction of historical sites, relics and events, and the effective and correct transmission of information. The literal translation means that the information and format of the original language are preserved in the translation. The revolutionary tourist texts in the Museum contain a large amount of information, and many historical events, influential people and organisations are often mentioned in the texts. Translators should pay attention to faithfully conveying the content in the source text. In many cases, the reader of the target texts can grasp the information through the literal translation. For example:

Example 1:

CN: 1935年8月, 中华苏维埃共和国中央政府和中共中央起草《为抗日救国告全体同胞书》, 即《八一宣言》, 号召停止内战, 一致抗日。10月1日, 在法国巴黎出版的《救国报》上正式发表。

EN: In August 1935, the Central Government of the Chinese Soviet Republic and the CPC Central Committee issued the *Letter to All Compatriots on Resistance against Japanese and National Salvation*, also known as the *August 1st Declaration*, to call for ceasing the civil war and uniting together to resist Japanese aggression. On October 1, 1935, the Declaration was officially published in *Paris-based National Salvation Journal*.

Example 1 is a brief introduction of the *August 1 Declaration*, including the drafting date, participants, content summary and the full name of the document. According to Reiss's types of text, informative text is content-centred, taking into account both the form and the accuracy of effective communication and information transmission (Reiss and Vermeer, 1984). Therefore, this text belongs to informative text, whose function is to help tourists understand the basic information of the document. The function and purpose of informative revolutionary tourist texts require translators to faithfully convey the details and show loyalty and respect to the creators of the original texts. In example 1, the translation strategy of literal translation is adopted. The content and sentence structure of the English text is almost the same as that of the Chinese text. The English text reproduces all the details from the Chinese text, realising the purpose of accurately conveying the information. Thus, the accuracy and faithfulness of English translation can be achieved through the strategy of a literal translation.

Example 2:

CN: 1939年3月中旬, 日军为切断中国军队的交通联络线, 向南昌发动进攻, 中国军队奋起抵抗。图为驻守南昌的中国军队一部。

EN: Japanese troops launched an attack on Nanchang in mid March, 1939, and the Chinese army resisted the enemy bravely.

Although it can be seen that a literal translation is adopted, the information in the underlined section is not fully conveyed. The missing information includes the reasons for the Japanese attack and the information about the object shown. The translation does not fully convey the message of the Chinese text and is not accurate and faithful. Therefore, the author suggests that the text be revised as "Japanese troops launched an attack on Nanchang to cut off the communication lines of the Chinese army in mid-March 1939, and the Chinese army resisted the enemy bravely. The picture shows the Chinese army stationed in Nanchang".

3.1.2 Transliteration

The transliteration method mainly refers to the translation of technical terms and special place names in the original text according to the pronunciation of Chinese. This kind of translation strategy is mainly aimed at the situation where there are no pairs of words in Chinese and English. In the English translation of Chinese revolutionary tourist texts, transliteration is often used to translate the names of places, people's names and scenic spots that do not frequently appear in the culture of the target language. However, the simple transliteration strategy is not always suitable for all cases of English translation and has certain limitations. According to the text type theory, in the English translation of informative texts, in order to accurately convey the information of the text and make

the information accepted and understood by readers, the strategy of combining transliteration, literal translation, addition, and so on is often adopted, which is also a translation method called "transliteration +" (Sun, 2021). For instance:

Example 3:

CN: 1941年5月初, 日军向晋南中条山进犯。

EN: In early May 1941, the Japanese army attacked Zhongtiao Mountain in South Shanxi.

Two place names appear in the original text: "晋南" and "中条山". In the translation of "中条山", the translator used a strategy of combining transliteration and literal translation to retain the information about the name of the mountain in the source text. In addition, not all place-names can be transliterated. For example, "晋南" means "southern Shanxi". The translator takes into account the acceptance degree of the target language readers in the translation process. The use of transliteration and literal translation makes the text easy to understand and reflects the accuracy of informative texts.

Example 4:

CN: 被日军炮弹摧毁的宛平县政府。

EN: The Wanping County government office ruined by the shellfire of the Japanese army.

"Wanping County" in the original text is where the Museum is located. There is no background knowledge of the noun in the context of a foreign reader. Similar to the previous example, the English translation also adopts transliteration and literal translation. The English translation of "宛平" is translated as "Wanping", and the English translation of "县" is translated as "County" directly, so that foreign tourists can know that this refers to a specific place name.

However, not all place-names or related nouns can be translated by transliteration. When mentioning the place names of Chinese provinces, abbreviations are often used instead. For example, in example 3 mentioned above, Shanxi is abbreviated as "Jin". Shaanxi is abbreviated as "Qin" in the Chinese context. In this case, the translator tries to translate the abbreviation back to its corresponding original name, such as:

Example 5:

CN: 一·二八淞沪抗战

EN: The January 28th Battle of Shanghai

This is a text associated with the name of the campaign. The Battle of Shanghai was the first battle waged in a large city in modern times (Henriot, 2021). "一·二八 (The January 28th)" represents the time when the Battle took place, and "淞沪" refers to "Shanghai", one of China's internationally famous cities. Therefore, "淞沪抗战" is translated as "Battle of Shanghai" to convey accurate information to tourists who do not have the corresponding geographical background.

3.2 The Realisation of Inductiveness and Persuasiveness

3.2.1 Deletion

The deletion strategy refers to the omission of excessive or irrelevant information when translating to make the target text more acceptable and understandable. The deletion of information depends on internal conditions, such as social culture, ideology and values, and external conditions, such as content size and ambiguous information (Sharma, 2015). Translation does not require the text to be translated word for word in accordance with the original text. If the redundant information of the original text has no significant impact on the translation purpose, the translator can choose the deletion in English translation, which can make it easier for readers to understand the meaning of the original text. This further enhances the readability of the text. For example:

Example 6:

CN: 在中华民族生死存亡的紧急关头, 全国人民在中国共产党主张的抗日民族统一战线旗帜下, 空前觉醒和团结, 不分阶级和党派, 不分民族和地域, 不分老幼和男女, 同舟共济, 积极投身抗日救亡的神圣事业

EN: At the critical moment the Chinese nation was to survive or perish, all the people throughout the country became unprecedentedly

awakened and united under the banner of the Anti-Japanese National United Front advocated by the CPC. Regardless of class, party clan, ethnic group, geographic location, age or sex, they were all devoted to the sacred cause of resisting Japan and rescuing the nation.

The Chinese language often pays attention to antithesis and neatness. In order to achieve this goal, the author of the original text often uses a lot of tautology, which is in contrast to the brevity and clarity of English. A literal translation will make the text redundant, so the method of deletion should be adopted. In example 6, the Chinese text adopts the parallelism structure, which makes the text powerful and orderly. If the text is translated into English according to Chinese habits, it may make the translation tedious. Therefore, the deletion method is adopted, which not only preserves the content of the source text, but also effectively conveys the purpose of the original.

When two cultures are involved in a translation, the discrepancies frequently make total equivalency between the source and target texts impossible. If the translator strictly observes the principle of fidelity, the translation may not achieve the desired purpose. Therefore, if there is a "conflict" between language form and purpose, translators can get rid of the constraint of the original text and provide the target language a prominent role to make it widely popular among target readers. A study pointed out that the approach of deletion translation can be used to successfully perform the function of translation (Nord, 2014). The translator can delete redundant parts of the source language, but retain the primary information that conveys the intention of the source text. For example, the English text in example 7 has been dramatically modified and deleted:

Example 7:

CN: 进入新时代, 抗战馆将继续围绕中央赋予的三大任务, 积极适应新形势、贯彻新要求, 以“专业立馆、学术立馆、服务立馆”为办馆方针, 紧贴时代发展, 着力守正创新, 自觉承担起举旗帜、聚民心、育新人、兴文化、展形象的使命任务, 促进全体人民在理想信念、价值理念、道德观念上紧紧团结在一起, 努力朝着建成国家纪念抗战胜利及全民族抗战爆发活动中心、中国抗战和世界反法西斯历史展示中心、中国抗战史料收藏研究中心、世界反法西斯战争东方主战场对外宣传中心“四个中心”战略发展目标迈进。诚挚欢迎社会各界来我馆参观访问, 并希望提出宝贵意见和建议; 诚挚希望海内外关心中国人民伟大抗日战争历史和世界和平发展的广大人士, 关注、支持、参与我馆工作, 为传播抗战历史、弘扬抗战精神、促进世界和平做出应有的贡献。

EN: We know that compared with the mission on our shoulders, we still have a lot of work to do. We sincerely hope people at home and abroad who are concerned about the world peace and development could continue to care about and support our work. Let's work together to spread historical facts, disclose historical revelations and promote world peace.

In example 7, the Chinese version is long and targeted at Chinese tourists, including some expressions with Chinese characteristics, such as the mission of “举旗帜、聚民心、育新人、兴文化、展形象 (hold the banner, unit people, educate people, revive culture, show the image)”, as well as the focus and direction of the future work of the Museum. If the literal translation is used, the translation will be lengthy and unfocused. In the English version, the translator adopted the strategy of deletion, abandoning the original wording of the Chinese text and simply summarising the lengthy statement of mission and future tasks in one sentence. English readers are not familiar with the expressions with Chinese characteristics in the source text. By using the deletion method, the English version is more reader-centred and can cater to the needs of target readers.

3.2.2 Amplification

Amplification is a method to translate the implied information of the original texts in order to realise the function and purpose. Some revolutionary tourist texts are operative texts centred on appeal and call. For Chinese and foreign readers with different cultural, educational and historical backgrounds, revolutionary tourist texts are needed to successfully achieve the emotional effect of texts by choosing the appropriate method. For example:

Example 8:

CN: 侵华日军南京大屠杀遇难同胞纪念馆

EN: A HUMAN HOLOCAUST— AN EXHIBITION OF THE HISTORICAL FACTS OF THE NANJING MASSACRE PERPETRATED BY THE JAPANESE INVADERS

Example 8 is the name of an exhibition in Chinese and English. It can be seen that in the face of Chinese tourists, the use of words in the text is “同胞 (compatriot)”. The target readers are foreigners. To show the theme of the exhibition and content, the translator uses the amplification method, standing at the angle of the target language readers when translating. What did not appear in the original text was added in the translated text to show the historical facts of the Japanese invasion of Nanjing, which helps to achieve the purpose of conveying the information accurately, and further realise the effect of appealing. There are, however, some mishandled aspects of the translation in this Museum. For example:

Example 9:

CN: 中国战场对日军的牵制, 使盟国“先欧后亚”战略得以实施。……图为罗斯福和丘吉尔在一起。

EN: Owing to China's efforts in containing the Japanese army, the allied countries could implement their strategy of “first Europe and then Asia.” The photo shows Franklin Roosevelt and Winston Churchill.

This text is translated into English mainly with the literal translation method, in which “先欧后亚” is directly translated as “first Europe and then Asia”. However, the author believes that although such a literal translation is correct, it will be confusing for tourists without relevant historical background. What exactly is “first Europe and then Asia”? It is a war strategy. In 1940, the victory of Fascists in Europe and the establishment of a military alliance between Germany, Italy and Japan forced the United States to face enemies from east to west. According to the analysis of the war capacity and ambition of the Fascist countries, the United States identified Germany as the primary enemy. Then they established a military strategy “First Europe and then Asia”, that is, to defeat Germany first to win the European field, and then solve the Japanese problem and win in Asia. This strategy calls for China to restrain the main force of the Japanese army and make it impossible for Japan to break the American and British defensive lines in the Far East Pacific (Ren, 2017). Therefore, the author believes that this text can use the method of amplification to explain the war strategy, which can improve the readability of the text, further reflect China's contribution to the anti-Fascist war, and convey the heroic dedication of the Chinese army.

4. CONCLUSION

Taking some texts in the Museum of the War of Chinese People's Resistance Against Japanese Aggression as examples, this paper studied the translation strategies for the realisation of accuracy and faithfulness of informative texts, and the realisation of inductiveness and persuasiveness of operative texts when translating revolutionary tourist texts. The methods of literal translation, transliteration, deletion and amplification are mainly adopted. In the process of analysis, the author found that some English translations of revolutionary tourist texts still have shortcomings, which not only have an impact on the experience of foreign tourists, but are also detrimental to the dissemination of Chinese revolutionary culture. To sum up, the text type theory provides guidance for selecting translation principles and methods, and offers a new perspective for the English translation of revolutionary tourist texts. It is not that a particular translation method can only achieve a fixed translation purpose. Future translators should investigate different text types, make a concrete analysis of specific problems, and adopt a variety of translation methods according to actual translation practice. This will help realise the communicating role of revolutionary tourist texts in spreading Chinese revolutionary history and culture.

ASSIGNMENT

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