

# Translation Strategies of Red Tourism Terms in the Central Plains—Taking Red Central Plains as an Example

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In recent years, the Red Tourism in Central Plains has gradually become a new type of thematic tourism form, which is an important carrier to carry out patriotism and revolutionary traditional education and carry forward the national spirit. The translation of red tourism publicity is an important window for spreading Chinese culture, and the translation of professional terms is an important link in the red tourism publicity. How to spread the red culture of the Central Plains, glow the charm of the Central Plains culture, enhance the influence of the Central Plains culture, and spread the Central Plains culture to the world has become the mission of every child of the Central Plains. This paper adopts the case analysis method, combined with the specific and typical cases in “Red Central Plains”, and uses different translation strategies and methods to explore the difficulties and solutions of the translation of terms in the red tourism text.

*Keywords:* Red tourism, Publicity translation, Central Plains culture, translation strategy

## 1. Introduction

With the deepening of globalization, the translation of tourism texts is playing an increasingly important role in cross-cultural communication. In recent years, red tourism has become an emerging form of thematic tourism, which not only provides strong support for patriotism and revolutionary traditional education, but also stimulates the inheritance of national spirit. In the book “Red Central Plains”, vivid stories and popular language are used to review the magnificent revolutionary process, record the glorious footprints of revolutionary pioneers, showcase the legendary stories and the unique style of Central Plains Red Holy Land. After reading through this book, we can see that one of the main features of the red translated version for external propaganda is the large number of political terms, which directly determines the important role of external propaganda. When translating, it is often difficult for the author to find a completely corresponding language from English. If the translation is done in a word by word manner, it violates the basic logic of English expression. Therefore, Western readers may not understand it. Professor Feng Xuehong (2014, pp. 58-61) once proposed that “term translation is actually the re-creation of terms in another language”, which means using a language that is more suitable for the rhetorical habits of Western people while considering different cultural backgrounds and habits. Research has found that there are many explorations and studies on terminology in the translation industry, but there is very little research on terminology in red tourism texts. Therefore, it is necessary to classify and discuss the terminology in red

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tourism texts, and provide translation strategies based on the difficulties of terminology translation. This article conducts in-depth research on domestic and foreign scholars, analyzes the translation of red tourism terms at home and abroad, categorizes them and draws some reference methods from them. The author hopes that the summary of this article can provide some inspiration for future terminology translation, and through the research in this article, the translator can pay more attention to the translation of red tourism terminology.

## **2. Classification and Translation Difficulties of Red Tourism Terminology**

### **2.1 Proper Nouns**

Lu Juan (2011, pp. 124-128) believes that “proper nouns refer to a class of words that specifically include names such as people’s names, place names, institutions, events, etc.” Proper nouns generally have three general standards: name follows owner, convention, and naming according to reality. The book *Red Central Plains* contains a large number of names, place names, and event names, such as proprietary terms such as “孙中山”、“二七塔”、“抗日战争”, etc. Some proprietary terms are also deeply influenced by Central Plains culture and have profound connotations. When translating, attention should be paid to some proprietary terms that have not yet been clearly defined but have been widely circulated, as well as proprietary terms that repeatedly appear. Repetition is forbidden in English, but there are a lot of repeated proper nouns in *Red Central Plains*, the most typical of which is “中国共产党”, whose translation is “the Communist Party of China”. If all the “CPC” appearing in the text are translated, it will cause redundancy. Therefore, translators often translate their abbreviations into “CPC”, and pay attention to these when translating, so as to increase the readability of the article.

### **2.2 Culture Loaded Words**

Cultural loaded words refer to a type of vocabulary, phrases, and idioms with specific additional meanings, reflecting the special activity patterns that can distinguish a country from other countries in the historical process (Zheng, 2000, p. 54). These terms are used to describe characters, wars, food, official titles, etc., and are the most expressive elements in language. This means that there will never be an equivalent term in the target language that can express the unique cultural meanings contained in the original term (Bao, 2001, p. 74), such as certain idioms, proverbs, catchphrases, and social customs. For source language readers, cultural loaded words are easy to understand, but for target language readers, if the readability of the translation is not strong, they cannot fully understand the meaning expressed in the source text.

## **3. Translation Strategies**

### **3.1 Translation of Proper Nouns**

Proper nouns usually refer to specific concepts or things. These concepts are often classified in the field of “red tourism” and have political specificity. When translating such proprietary terms, it is necessary to treat existing terminology translation versions with caution and boldly create new translations based on actual situations, so as to fully exert the translator’s subjectivity.

### 3.1.1 Literal translation+ notes

Literal translation refers to translating the content of the original text into another language in the context, maintaining the form of the original, including the structure of the sentence, the meaning of the original text and the metaphor of the original text.

Some important information with source language culture and historical background in the original text should be properly interpreted or even annotated in translation, so as to clarify the meaning of the original text, thereby avoiding misunderstanding. Annotations can be used when translating such articles.

Example (1)

ST: 《论共产党员的修养》

TT: On the Cultivation of Communist Party Members

The speech first proposed that Communists should transform themselves while transforming society and the world, and discusses the necessity of ideological cultivation. It also puts forward the standards, contents, purposes, methods and ways of Communist Party members' cultivation.

Example (2)

ST: 《东方红》

TT: The East is Red

It is a folk song in Northern Shannxi. In simple language, it sings the people's deep feelings for Chairman Mao Zedong and the Communist Party of China under his leadership. The lyrics are simple and emotional.

Example (3)

ST: 地下党

TT: underground party

During the democratic revolution, the Communist Party of China secretly carried out revolutionary activities in the areas ruled by the Kuomintang and occupied by the Japanese invading army, which is usually called the underground party. "Underground party" is a special reference of a specific period and a historical product.

The above words are all proprietary nouns. They all have their own special meanings. For source language readers, these proprietary terms are simple and easy to understand, but for target language readers, due to cultural difference, they cannot understand the meanings represented by these words. Therefore, when maintaining the content and form of the original text, translators should also add some relevant annotations and explanations during the translation process, so that target language readers can better understand the entire text, increase the readability of the translation.

### 3.1.2 Transliteration + literal translation

In *Red Central Plains*, there are many inherent place names and organizational names, and most vocabulary does not have an English translation to the western countries. Therefore, when encountering these names, the author needs to translate them themselves.

Examples:

(4) 太行山 Taihang mountain

(5) 京汉铁路 Beijing-Hankou Railway

(6) 贴廊巷 Tielang lane

For some proprietary terms, especially place names, the author adopts transliteration and literal translation methods, such as “Taihang mountain” and “Tielang lane”. It can be seen that the author directly transliterates “Taihang” and “Tielang”. In fact, these place names do not hinder the understanding of the original text. In order to preserve the characteristics of Chinese culture, the translator uses transliteration and literal translation methods to make the target language readers understand the meaning represented by the word, which is simple and easy to understand.

### 3.2 The Translation of Culturally-loaded Words

Due to cultural differences between the East and the West, vocabulary gaps between two languages have become a common phenomenon. Especially in the field of “red culture”, many cultural and background knowledge are unique to China, while English does not have corresponding concepts. At this point, the translator can add relevant background knowledge to the relevant vocabulary by supplementing or interpreting, so that foreign readers who are not familiar with the cultural background of red tourism attractions can understand the relevant situation.

#### 3.2.1 Amplification

When translating cultural loaded words, cultural default often occurs, in which case the translator needs to compensate. “Translation compensation refers to a compensation for the loss of information, meaning, pragmatic function, cultural factors, aesthetic form and function in the original text during the translation process” (Zhang, 2012, pp. 131-132). Zeng Weixiu (2005, pp. 251-252) believes that “the concept represented by the addition of words has a genus species relationship with the original concept, that is, the addition of words provides a large conceptual category, accurately incorporating the translated name into a certain conceptual system as a semantic hint to help readers understand the meaning of the term.” The missing background can be supplemented in this way, filling the meaning gap in the text.

#### Example (7)

ST: 1923年2月1日,京汉铁路各站工人在郑州普乐园(今二七纪念堂)成立京汉铁路总工会。

TT: On February 1, 1923, the workers of each station of Beijing-Hankou Railway established the Beijing-Hankou Railway Federation of trade unions in Zhengzhou Paradise Park

It used to be the most luxurious theater in Zhengzhou, now it's a memorial hall. At the same time, it's the source of the February 7th strike.

“Paradise Park” used to be the most luxurious theater in Zhengzhou. It carries history and red culture. At the same time, it also became the source of the 27 strike. Therefore, it is necessary to add relevant historical information during the translation process to enable readers to have a deeper understanding of the article.

#### 3.2.2 liberal translation

When translating cultural loaded words, translators should not be confined to the literal meaning of the original text, but should deeply understand the cultural connotations contained in them and reproduce them in the translation. Some cultural loaded words, if translated directly, may not be understood by the target language readers.

#### Example (8)

ST: 蒋介石在上海发动了四一二反革命政变.

TT: Chiang Kai-shek launched the Shanghai Massacre of 1927.

On April 12, 1927, Chiang Kai-shek launched a counter revolutionary coup in Shanghai, indiscriminately hunting and killing Communist Party members and revolutionary masses. This marks the failure of the first cooperation between the Kuomintang and the Communist Party. In the translation, the translator did not adopt a literal translation method to translate it as “April 12 Counterrevolutionary Coup in 1927”, but instead used a translation strategy of “cultural reproduction” to refine the revolutionary content and enable target language readers to better understand the original text. Therefore, when translating cultural loaded words containing events, it is possible to grasp the three key points of the time, location, and overall summary of the event, in order to translate them and better achieve cultural exchange and dissemination.

### Conclusion

With the enhancement of China's cultural soft power and comprehensive national strength, the global public has shown a stronger interest in the long-standing and profound Chinese culture. The translation of red tourism propaganda is an important window for spreading Chinese culture. The translation of terms in red tourism texts is of utmost importance. The translation strategy of Central Plains red tourism terms discussed in this article starts with specific cases and analyzes and explores the problems encountered in translation. It is hoped that this article can serve as a reference for more scholars to pay attention to Central Plains red tourism terms, and promote the dissemination and exchange of Chinese red culture.

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