

Translating Chinese Cultural Memes into English from the Perspective of Eco-translatology

Linlin Wang

School of Foreign Linguistics and Applied Linguistics, Henan University of Chinese Medicine, Zhengzhou, 450008, China

Keywords: ecological translation; Chinese medicine culture; meme; English translation

Abstract: Chinese medicine culture is one of the Chinese characteristics culture. It is influenced by Chinese medicine's unique way of thinking and literature and art. When it is translated into English, it is only literally translated. It is obviously difficult to explain the meaning of related nouns in Chinese medicine culture. . Based on the translation of traditional Chinese medicine culture from the perspective of ecological translation, the Chinese medicine culture is upgraded from the superficial concept to the cultural understanding level to establish a scientific translation method of Chinese medicine culture meme. This paper discusses the definition of ecological translation studies, and expounds the translation difficulties of Chinese translation of Chinese medicine culture memes, in order to further explore the strategic methods of English translation of Chinese medicine culture from the perspective of ecological translation.

1. Introduction

The culture of traditional Chinese medicine has a long history. It has begun to take shape in the primitive society. After entering the Spring and Autumn Period and the Warring States Period, the theory of Chinese medicine has basically taken shape. With the continuous development of China's development process, the Chinese medicine culture has continued to progress in this process, and its medical theory and practical treatment have gradually improved. In modern history, due to the impact of Western medicine, Chinese medicine faces severe challenges. People are controversial about the development and research direction of Chinese medicine. Under the circumstance of inheriting and carrying forward the culture of Chinese medicine, its unique Chinese cultural precipitation has attracted many scholars to conduct in-depth research on it. Therefore, it is an inevitable trend for Chinese medicine culture to face people all over the world. From the perspective of ecological translation, the article explores the translation of TCM culture, so that people have a deeper understanding of TCM culture, correctly understand and master the translation content, and then understand the cultural connotation of TCM.

2. Definition of ecological translation

Hu Gengshen, a professor at Tsinghua University, proposed the theory of “ecological translation” at the beginning of the 21st century. Based on the “natural selection” in Darwin's theory of evolution, he applied it to translation studies. Initially, Hu Gengshen proposed the theory of “translation adaptation”, which elaborated a translator-centered adaptation or choice. After many years of research, the theory of “ecological translation” is defined by multi-dimensional adaptation and adaptive selection as the principle of translation. Following the translator's leading role, focusing on the “text ecology”, combining the characteristics of different cultural fields and translation. The ecological environment adapts and effectively selects them to make the translation more vivid and conform to the cultural connotation.

The original theoretical research of “ecological translation” brings new research directions to the field of translation studies. Specifically, the translation method of “ecological translation” is not fixed and requires translators to translate according to different translation environments. Use a variety of translation methods and techniques. Hu Gengshen's “three-dimensional transformation” is

to translate from three aspects: language dimension, culture dimension and communication dimension. The translator needs to integrate the fit of various dimensional factors and actual translation, and choose the most suitable translation form to correctly convey the translated content. And easy for the reader to understand^[1].

3. Difficulties in translation of English translation of Chinese medicine culture

3.1 Text translation vocabulary vacancies

Traditional Chinese medicine culture has rich cultural connotation, and its rich cultural connotation produces a large number of cultural-loaded words. Therefore, the difficulty in translating Chinese medicine culture lies in the fact that many TCM terms have no corresponding language in the translated language, namely vocabulary vacancy. For example, “five elements”, “dry and dry”, “heat suppression”, “three focus”, etc., these words lack corresponding words in English. In addition, the historical precipitation of Chinese medicine culture is extremely strong, and its style concept has no corresponding vocabulary in Western cultural translation reference. It is often difficult for translators to effectively establish a channel of understanding with readers, and the essence and key points of Chinese medicine culture load words are sufficient. Communicate. If the proprietary vocabulary in some traditional Chinese medicine culture words is replaced by similar western vocabulary, it will lose the cultural charm of the text and lose the main purpose of the spread and spread of the text of the Chinese medicine culture.

3.2 Differences in cultural meaning translation

Due to factors such as geographical environment and historical environment, there are differences between languages of different countries, which has become one of the important difficulties in the translation of Chinese medicine culture load words. In short, it is very difficult to achieve versatility and equalization of vocabulary in various languages in various levels. In the process of translation, Chinese medicine culture often fails to find translated words that are completely equivalent. For example, in the TCM terminology, the words “taking the doctor”, “room girl”, “real fire” and “epidemic gas” are very many in the Chinese medicine culture. Only when they have a certain understanding of Chinese medicine culture can they accurately predict such load words. translation. Therefore, based on the differences between Chinese and Western natural environment, history and culture, the cultural connotation in TCM terminology and the connotation of Western culture produce friction and collision. Translators must be very cautious and careful when choosing vocabulary to avoid Chinese medicine culture. Improper translation of the load word text causes misunderstanding, causing conflict and dissatisfaction.

3.3 Lack of knowledge of historical and cultural background

The lack of background for Chinese medicine culture in other overseas countries is also one of the problems that makes the translation of Chinese medicine culture difficult. China's traditional Chinese medicine culture has a long history and its cultural heritage is extremely strong. However, due to the different cultural focus of each country, it is easy to cause the load words that are very familiar to the translated words. It is difficult for the translation audience to understand. The main reason for these phenomena lies in the Chinese medicine culture. It covers a wide range and has a large amount of cultural information. The lack of historical background, social customs and other aspects of knowledge has brought difficulties to Chinese medical culture translation [2]. For example, foreign scholars' translation studies of “Dream of Red Mansions” have many contents about Chinese medicine culture in the Dream of Red Mansions, covering many Chinese medical terms and drug prescription vocabulary, involving subjects such as internal medicine, surgery, gynecology, pediatrics, and ENT. In the original work, there was a section about the diagnosis of a younger sister who was diagnosed with acne. The doctor said: “Mrs., my grandmothers are happy, and my sister's fever is a joy, not a symptom.” : “The disease is dangerous, but it is smooth, it may be.” The symptoms of Qiaojie in the text do not directly use the word pox, but use “see hi”, “daoxi”

and “shun” to explain the disease and the specific situation. Chinese medical terminology often uses some vague words to explain the disease, some elaborate. The content will be more concealed. There are also prescriptions in Chinese medicine culture, as well as vocabulary named after Chinese history and culture, such as “Xiaoqinglong Soup”, “Xianfang Live Drink” and so on. If the translator lacks knowledge of the corresponding cultural background, it is easy to cause misinterpretation of TCM cultural translation.

4. Translation Strategies of English Translation of Chinese Medical Culture Memes from the Perspective of Ecological Translation Studies

4.1 Literal translation plus annotation translation

In the context of global economic integration, the exchanges and collisions between Chinese and Western cultures are becoming more frequent. In the process, Chinese medicine and Western medicine have been studied extensively. Therefore, it puts forward higher requirements for the English translation of Chinese medicine culture. Obviously, in order to achieve the preservation of the ecology of the original language, language conversion is realized, and the differences in cultural background lead to the vacancy of some words. Literal translation cannot express the true connotation of Chinese medicine culture. For example, some translators have translated the words “taking a doctor” and “room girl” into “doctor under the skirt” and “room girl”, which completely misinterpreted the meaning of the vocabulary. In the Chinese medicine culture, “taking a doctor” refers to a gynaecologist, while “room female” refers to an unmarried woman [3]. The Chinese medicine culture covers the extensive content and the particularity of the cultural heritage. It needs to be translated by means of literal translation and annotation. For example, “Xiao Qinglong Tang” is translated as: Xiao Qinglong Tang (Small Blue Dragon Decoction): the decoction for Treat external cold and internal fluid. The translator also explains Dragon is a sacred animal in Chinese mythology which can control rain and flood. Here we use “Small Blue Dragon Decoction” to the Chinese medicine theory. Better understand the name of “Xiaoqinglongtang” and its efficacy. This method is the choice of communicative ecology and linguistic mood in ecological translation studies.

4.2 Free translation to solve the difference between text meanings

Based on the particularity of TCM culture, translators can't just translate words from the literal meaning when they are translating. They need to make translation results that match the language environment, cultural environment and communication purposes. The literal translation method and annotation method are the common translation methods in the English translation of Chinese medicine culture, but the Chinese medicine culture has distinct national cultural characteristics, and there are certain contradictions between Chinese and Western cultures, which leads to the translation of English and Chinese translations. difference. Therefore, in the case of literal translation and annotation translation, it is necessary to break through cultural differences, grasp the deep cultural meaning of the loaded words, summarize and reorganize the vocabulary information, and finally integrate the Chinese medicine culture in the form of integrating Chinese and Western cultural characteristics. The essence of the load word is translated, and the free translation is one of the better ways. For example, the term “dialectic” in the culture of Chinese medicine is explained from the perspective of Chinese medicine. “Dialectic” is a comprehensive analysis of the patient's condition through four diagnoses, the cause, the dirty image, etc., to diagnose the disease, and at the same time It is also necessary to consider the actual situation and environment of the individual patient. It can be seen that “dialectic” is not only a treatment, but also a single symptom. Therefore, it is translated into the case and differentiation of the symptoms and signs. It is easier to fully explain its vocabulary meaning, and at the same time, it is also beneficial to the audience.

4.3 “Three-dimensional transformation” translation method to solve the lack of historical and cultural background

The translation of “three-dimensional transformation” is based on the translator and through the “three-dimensional” transformation, and then the best translation with the highest integration and adaptation degree. This method can effectively solve the problem of lack of historical and cultural background knowledge, and will be the culture of Chinese medicine. The particularity, nationality and historical background are presented to the audience [4]. First of all, the translator should carry out in-language translation: accurate intra-linguistic positioning of the Chinese medicine culture load words; then, according to the target language characteristics and the target habits and acceptance of the audience, “adapt adjustment”, try to achieve historical and cultural connotation The original taste, but also the ability to express feelings, applies to complex and profound historical background meaning of the load word interpretation. For example, in the original book of “Dream of Red Mansions”, Dr. Qin Keqing said after the diagnosis: “People are ill to this status, and they are not symptomatic overnight. If you take this medicine, you should also see the doctor's edge.” The “medical fate” of this dialogue is very distinctive. The ancient Chinese culture emphasizes “follow-up”, which means that everything is related to fate. Obviously, for Westerners, it is impossible to understand its meaning. Qin Keqing's illness in the article is “high-intensity, worrying about hurting the spleen”, which is actually a heart disease. The translator David Hawks translates: When going to be cured illness has reached this stage, it is notgoing to be cured in an afternoon We must see how she responds to medication. The “medical fate” referred to by the doctor in the article is that the effectiveness of the drug control on the disease is closely related to Qin Keqing's own heart disease. When translating, the translator evades the term “medical margin” and uses we must see how she responds to medication, so the translation can take into account the needs of the audience and the mood of the original language.

5. Conclusion

Based on the English translation of Chinese medicine culture in ecological translation, it is necessary to make flexible choices based on the translation ecological environment. The translation method is not fixed. At the same time, it is not limited to the literal translation and annotation method and free translation method mentioned in the text. , “three-dimensional conversion” translation. Regardless of which method is used, translators should pay full attention to the connotation of Chinese medicine culture and the needs of the audience. Integrating language ecology, cultural ecology and communication purposes, and selecting appropriate translation methods will help the further inheritance and development of Chinese medicine culture.

Acknowledgement

Planning Project of Philosophy and Social Science of Henan Province; On the Efficiency Analysis of translation of Chinese Medicine: from the Cross –Cultural Communication Perspective;2016CYY024; Soft Science Research Project of Henan Province, On the Diachronic Study of translation of Cultural Terms from English Version of Huangdi Nei Jing: on the method of corpus,152400410137.

References

- [1] Song Conghui, Yao Xin. English translation of Chinese classics from the perspective of ecological translation studies [J]. TCM Herald, 2016, 22(06): 118-120.
- [2]Wang Chang, Yang Yuchen. Research on English Translation of Public Signs in TCM Hospital from the Perspective of Ecological Translation Studies [J]. Shanghai Translation, 2018(04): 39-43.
- [3] Wu Chunyu, Wang Yinquan. Research on English Translation of Culturally Loaded Words in the Yellow Emperor's Internal Classics from the Perspective of Ecological Translation Studies[J].

Chinese Journal of Traditional Chinese Medicine, 2015, 33(01): 61-64.

[4] Niu Haiyan, Liu Kai, Jiang Chenxue, Zhang Bin. Research on English Translation of Health Terminology in TCM Classics under the Guidance of Ecological Translation Studies[J]. Global Chinese Medicine, 2018, 11(10): 1618-1620.