

Investigation and Countermeasures of Multilingual Translation in Hunchun Area under Mobile Internet Environment

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Abstract: Multilingual Translation Affects All Aspects of Our Life and is Also an Important Part of Our Publicity. Mobile Internet is Changing People's Habits and Also Affecting Traditional English Teaching Methods. Translation of English Multilingual Translation in Public Places Plays a Very Important Role in Foreign Exchanges, Establishing a Good Image of the City, and Transmitting City Civilization. Based on the Perspective of Mobile Internet Environment, This Paper Takes the Scenic Spots in Hunchun as the Research Object, and Takes the Multilingual Translation in the Scenic Spots as the Research Content. through on-the-Spot Investigation and Analysis, This Paper Studies the Current Situation of Multilingual Translation, Summarizes the Existing Problems, and Puts Forward Some Targeted Measures. It is Hoped That It Will Be Helpful to the Study of Multilingual Translation in Hunchun.

1. Introduction

As Chinese Only Border Port City and Multi-Ethnic Settlement Located At the Junction of China, Russia and North Korea, Hunchun City Has Unique Geographical Location, Superior Ecological Environment, Numerous Tourism Resources and High Quality, and is a County-Level Administrative Region with Excellent Tourism Resources Endowment in the Country [1]. Jilin Province is Rich in Cultural and Natural Tourism Landscapes. in Recent Years, Hunchun Municipal Party Committee and Municipal Government Have Attached Great Importance to the Development of Tourism. Hunchun's Tourism Industry is Entering the Track of Rapid Development and Has Become Another New Engine to Drive Hunchun's Economy. What Deserves More Attention is That the Inbound Tourism Market to Russia Has Shown a Stable Development Trend [2]. Mobile Internet Has Not Only Changed People's Life Style But Also Changed the Traditional English Teaching Method, Making It Easier for the Network to Enter the Learning Environment of Learners. Multilingual Translation is an Important Part of the Language Environment and Humanistic Environment of International Cities, International Tourism Destinations. Due to the Importance of Multilingual Translation in the Life of the Public and Tourists, Any Ambiguity, Misunderstanding and Abuse of Multilingual Translation Will Lead to Adverse Consequences [3]. Non-Standard Multilingual Translation in English Will Not Only Lead People to Wrong Guidance, But Also Make Children Learning English Misunderstand Standardized English. Based on the Analysis of the Multilingual Translation Problems in Hunchun Area, This Paper Studies the Current Situation of Multilingual Translation in Hunchun Area, Analyzes the Existing Problems, and Puts Forward Corresponding Solutions.

2. The Importance of Multilingual Translation Research in Hunchun Region

Multilingual Translation is Not Only a Linguistic Phenomenon, But Also a Cultural Image. in Recent Years, with the Continuous Improvement of Chinese International Status, Changchun Has Also Attracted Many Foreign Tourists to Visit and Travel Here. However, We Find That There Are Still Many Problems in English Multilingual Translation in Some Public Places in Hunchun Region [4]. for Example, Setting Up Multilingual Multilingual Translation and Multilingual Web Pages, Issuing Multilingual Travel Brochures, Etc., These Measures Have Greatly Improved the Current

International Tourism Environment in Hunchun Region and Brought More Comfortable Tourism Experience to Overseas Tourists. However, Behind the Multilingual Translation of Tourism Resources in Hunchun, There Are Still Many Problems. Incorrect Translation Will Affect the Image of a City or Region and Foreign Exchange, and Also Bring Many Inconveniences to Foreign Tourists. Therefore, Correct and Authentic Multilingual Translation is of Great Significance for Promoting a City [5]. In View of This Situation and the Emergence of Problems, We Decided to Conduct an Investigation and in-Depth Study on the English Translation of Multilingual Translation in Public Places in Hunchun Region, So as to Ensure That People Can Accurately Understand the Meaning of the Translation When They See Our Translation [6]. Culture and Tourism Blend and Complement Each Other in the Translation and Use of Tourism English, Which is an Important Issue in Tourism English Translation. The Investigation and Study of Tourism English Translation is an Important Way to Improve the Image of Hunchun City and is Also an Objective Need for the Development of Cultural Industry in Hunchun.

3. Multilingual Translation in Hunchun Area

3.1 Semantic Error

The forms of errors include grammatical errors, confusion of word collocation and inappropriate use of words. This is because the translator's professional level is limited, his theoretical foundation is not solid, and he lacks practical experience in language, ignoring the linguistic context and cultural differences between languages, thus causing ineffective translation. All Chinese signposts are marked with hanyu pinyin. Such signposts are completely invisible to the Chinese, so such hanyu pinyin is of little significance to the Chinese. On the one hand, the emphasis of foreign languages is mainly on English multilingual translation. English multilingual translation covers almost every corner, but there are relatively few multilingual translations in Japanese and Korean, which are only set up in conspicuous places of scenic spots [7]. On the other hand, it is the depth of foreign language translation, and the content of Japanese and Korean multilingual translation in Hunchun is relatively simple. For example, the “non-recyclable” sign of a garbage can in a park has been translated as “no ma, recycled”. First of all, this translation has grammatical problems. Secondly, from the perspective of context, “non-recyclable” refers to “non-recyclable”, so it is most appropriate to translate it into “non-rec, cl able”. For foreigners who do not understand Chinese, this translation means to advise people to be careful when falling into the river, not to tell people to pay attention to safety. Obviously, the contents of the original multilingual translation have been completely tampered with and lost. From the perspective of functional equivalence in functional translation, such low-level errors cannot achieve the cross-cultural communicative function of translation because they cannot achieve equivalence in some multilingual translation.

3.2 The Use of Pinyin is Not Standardized

This mainly means that the names of place names, roads and scenic spots written in Chinese Pinyin do not conform to relevant regulations. One phenomenon is that books are written irregularly. For example, “Chang Chun Yi Hospital” is translated as “Chang Chun Di Yi Hospital”. When Chinese place names are spelled according to the “Chinese Pinyin Scheme”, they need to be divided into words and written together. Hunchun region has made remarkable achievements in building an international first-class tourist city, but there are many problems in its English translation. English translation of tourist attractions and multilingual translation of city streets are not high in translation level and there are many mistakes. The greatest achievement of functional translation theory compared with previous theories lies in proposing that the audience should be placed in a higher position in the process of translation, and that translation behavior should be guided by the purpose of translation. Although China and South Korea and China belong to East Asian countries and have obvious geographical advantages, they both belong to the cultural circle of Chinese characters in culture. However, because of the fundamental differences in political systems, there are many cross-cultural factors among the people of China, Japan and South Korea. If they are not handled well, it

will be difficult to achieve a qualitative leap in the content of translation, and it will be even more difficult to get the sympathy of tourists [8]. Another phenomenon is that the names of the same scenic spots are not translated in the same way, sometimes in pinyin and sometimes in English. Although this seems to have little influence, it has caused great troubles to foreigners who do not understand Chinese culture. The orientation words “east, south, west, north, middle” in this category of attribute words are placed before the whole road name in translation. If abbreviations are required in written form, the abbreviated form shall be placed after the entire road name.

3.3 Cultural Differences and Cultural Deficiencies

Multilingual translation is not only a special language form with prompt function, but also a cultural behavior existing in a specific context [9]. The translator's neglect of the cultural background knowledge of multilingual translation is the main cause of translation errors in multilingual translation. The original Hunchun scenic spot, official website, uses four languages: Chinese, English, Japanese and Korean. It introduces the history and transportation of each scenic spot in the scenic spot, but involves less local folk culture, accommodation and delicious food. Many nonstandard multilingual translation is based on the consideration of our country's own culture and ignores the feelings of foreigners. For example, in public places, there will be preferential policies for the elderly, the weak, the sick and the disabled. Waiting rooms for the disabled such as railway stations will be translated as “waiting room for disabled person”. In theory, there is no mistake in such translation, but foreigners will feel uncomfortable. In translation, a more tactful way should be adopted: “waiting room for special needs guests”, which is a kind of cultural respect for them. In translation practice, in order to achieve the best communicative effect, translators should respect different cultural habits and traditions, focus on the target readers, and make appropriate cultural transformation and adjustment. Otherwise, it is impossible to translate the two languages well, which may cause misunderstanding and even hurt the feelings of readers. This kind of translation can make the audience clear at a glance and can successfully realize the purpose of cross-cultural communication in text translation.

4. Solutions to Multilingual Translation Problems in Hunchun Area under Mobile Internet Environment

4.1 Following Translation Theory

Multilingual translation is a concept under the category of language translation, so it should also follow relevant translation theory principles. With the acceleration of Changchun's internationalization process, translation studies of multilingual translation have also developed. Considering the cost factor, government departments can cooperate with universities to provide a platform for translation practice for university students and build a translation practice base so that teachers can guide students to translate Chinese texts of scenic spots in translation classes [10]. In the process of translation, there are two kinds of acceptance, one is the translator's acceptance of the original text, the other is the target language readers' acceptance of the translation. In English-Chinese multilingual translation, any kind of acceptance failure will lead to communication failure. In the mobile Internet environment, there are not only a variety of literal and digital information, but also a large number of audio and video data. These digital information carriers have the characteristics of strong interaction and diversity, which can greatly reduce the time for teachers to write on the blackboard. In translation practice, if the text processed by the translator is an information text with a single function, and the text is used in the same occasions and the application functions are the same in both Chinese and western cultures, the translator can adopt Newmark's semantic translation strategy. Many scholars have carried out a series of research and error correction activities in combination with translation practice theory, and put forward corresponding solving strategies in combination with translation strategies and translation theory principles. The purpose is to better develop our city and enhance our country's international influence. In scenic spots and scenic spots, Chinese lyric, poetic, graceful and restrained or

expressive texts are not suitable for multilingual translation. Therefore, finding the corresponding multilingual translation in English requires the translator to have a deep language foundation and must not look at the meaning of the text. He can search for multilingual translation, consult materials or consult foreign friends whose mother tongue is English.

4.2 Taking into Account the Connotation and Values of Different Cultures

To standardize and unify translation. Therefore, in order to translate many languages, we must first understand the language habits and cultural differences of multilingual translation in the target countries. Not only concise, but also faithfully reflects the intention of the public. Therefore, English multilingual translation is concise in vocabulary and precise in wording. As long as it does not affect the purpose of multilingual translation to accurately reflect specific meaning and function, it only applies keywords, core words and content words, while auxiliary verbs, articles and pronouns can be omitted. A good translation should give the original a new look, new vitality and new life so that it can face the new culture and readers in a new form and posture. Following the principle of creation is conducive to making up for the loss of aesthetic information in the original text caused by interlingual translation. In the context of the mobile Internet environment, differentiated teaching can also be carried out according to the basic English level of students. English translation teaching under the individualized teaching mode can be implemented according to the different interests and majors of students, and relevant English translation teaching materials can be presented through multimedia networks. For multilingual translation with Chinese characteristics, attention should be paid to the change of thinking mode, and correct information should be provided to foreigners under the condition of satisfying the purpose. Translators should be familiar with the features and functional meanings of multilingual translation languages, master basic translation strategies and techniques, and understand the cultural differences between the source language and the target language. Under the guidance of functional translation theory, the translator should put the cultural expectation of the target language first and take care of the cultural background and knowledge structure of the audience. Therefore, the success of multilingual translation depends on whether the translator really understands the original text, whether he really takes into account the readers' expectations, whether he has cross-cultural awareness and the responsibility of translation. Therefore, it is very important to improve the level of multilingual translators and correct their professional attitudes.

4.3 The Government Supervision Department Strengthens the Supervision of Multilingual Translation.

Relevant government departments should pay more attention to the multilingual translation work, discover the existing translation errors in time, carefully review and revise, and set up a multilingual translation review team. More professionals should be employed to translate, and foreigners can be employed to participate in translation work if conditions permit. Government departments should strengthen the management of multilingual translation of signposts, billboards, shop signs and public places. The introduction of English signs, if not subject to the approval of the superior, will appear signs of randomness. Relevant experts from the translation field can be drawn from universities and other educational institutions to organize the establishment of special committees. Under the mobile Internet environment, every link of English translation teaching should be effectively linked up, and under the condition of rapid network information environment, English translation teaching in colleges and universities should be ecologized. A unified and feasible standard for multilingual translation of various tourist attractions in Hunchun region can be formulated according to the principle of the first pass system. To strengthen the accuracy and standardization of English multilingual translation, the government should bring it into the legal track, promulgate the multilingual translation standards in Hunchun area as soon as possible, and carry out unified and standardized management of multilingual translation. We can encourage and call on the public to participate in the correction of multilingual translation, provide corresponding reward systems, and set up some simple platforms to facilitate foreigners to put forward opinions and suggestions, so as to improve the English translation of multilingual translation in public places

in Hunchun region. At present, the main reason for the frequent errors in multilingual translation is the lack of necessary review and supervision agencies. Therefore, relevant departments should set up an authoritative examination and approval agency as soon as possible. Any translation involving public signs must be submitted for review. Only when the translation is confirmed can it be used publicly.

5. Conclusion

The quality of multilingual translation determines the effect of city publicity. A survey of multilingual translation in public places in Hunchun shows that although some achievements have been made in multilingual translation, there are still some nonstandard and idiomatic phenomena. It is an urgent and important task for us to strengthen the research on multilingual translation and take effective measures to control and improve the quality of multilingual translation. This paper takes the scenic spots in Hunchun area as the research object, takes the multilingual translation in the scenic spots as the research content, through on-the-spot investigation and analysis, studies the current situation of multilingual translation, summarizes the existing problems, and proposes targeted measures. Translation of multilingual translation is a window job, and its shortcomings and errors will be magnified. Under a large amount of mobile Internet resources, the mode of language application ability and autonomous online learning ability is changed, and the online communication and discussion between teachers and students are carried out under the network monitoring system of the network information environment. It is gratifying that the translation of multilingual translation has attracted extensive attention and attention from the government and academic circles. All this shows that the translation of multilingual translation has attracted the attention of all sectors of society. Relevant functional departments in Hunchun region should also earnestly do a good job in the service and supervision of all links. Tourist attractions themselves (more importantly, they should make great efforts in this field to realize the standardization and unification of multilingual translation of tourist attractions, to serve the development of scenic spots and scenic spots in Hunchun region and to make greater contributions to the construction of economic zones.

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