A Study on the Translation of Shaanxi Folklore Culture under the Strategic Background of "Culture Going Out"

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Abstract: Translation is a cross-cultural communication activity. It is not only a process of language conversion, but also a process of cultural communication, conversation and integration. Under the strategic background of vigorously advocating "culture going out", folk culture is the core of culture. This paper explores how to translate Shaanxi folk culture into English, which not only conforms to the grammatical rules and expressive habits of the source language, but also accurately expresses Chinese culture. To a certain extent, to clarify the translation purpose of foreign literature translation, to establish and screen the best source text, to adopt a variety of translation strategies, or to change the marginal position of minority literature translation, to achieve a true sense China "culture goes out." In translation, it is necessary to choose appropriate methods according to cultural connotation, and through reserving differences as one of the indispensable contents of cultural translation studies, Shaanxi local folk culture translation should pay attention to its cultural identity, regional characteristics, accurate understanding and wording.

1. Introduction

As an important part of Chinese civilization, ethnic minority literature not only shoulders the mission of inheriting and developing Chinese culture, but also embodies the characteristics and core values of Chinese culture [1]. Folk culture is the cultural symbol and spiritual characteristic of a city. Folk culture is the collective name of the folk life culture. It not only has distinct regional characteristics, but also has national characteristics [2]. There are obvious differences in folklore culture, which are cultural individuality or national characteristics, and the inherent cultural identity of folklore culture. It is these ethnic personalities that constitute a unique culture of national characteristics, which forms the diversity of world culture and is therefore the most precious part of culture [3]. At present, the translation of literary works has shifted from the simple English-Chinese translation to the Chinese-English translation. In this process, cultural factors are the core issues outside Chinese translation. The cultural identity of the author and the target language reader will have an impact on the translator's translation. Therefore, the translator should accurately grasp the difference between the two cultural identities and preserve the language and cultural information in Chinese as much as possible. The culture unique to the nation has been better preserved and developed [4].

As the most widely used international language in the world, English is of great practical significance to the export of Chinese culture. Therefore, Chinese-English cooperative translation has become an important way for the export of Chinese modern and contemporary literature [5]. The strategy of "culture going out" has a clear background of the times. The strategy of "cultural going out" focuses on pushing out the cultural values that China relies on as a civilized country [6]. As a cross-cultural communication activity, translation is not only a process of language transformation, but also a process of cultural transmission, conversation and integration [7]. Shaanxi is one of the birthplaces of Chinese civilization. It has a long history and many cultural relics and historical sites. It is the development and publicity of Shaanxi folk culture resources. Under the opportunity of the new starting point of the Silk Road Economic Belt, from the perspective of the publicity and translation of Shaanxi folk culture the English study. Therefore, the translation of Shaanxi folk culture under the background of “cultural going out” strategy is studied [8].
2. Current Situation of Folklore Culture Translation in Shaanxi Province

2.1. Characteristics of Shaanxi folk culture

The strategy of "culture going out" refers to strengthening the international influence of Chinese culture and the competitiveness of cultural industry by means of cultural propaganda, cultural exchanges and foreign cultural trade. This also shows that under the background of the strategy of "culture going out", the fundamental purpose of the translation and introduction of minority literature to foreign countries is to construct Chinese culture in foreign countries through translation and expand the influence of Chinese cultural values in the world. Shaanxi, as an important province in the northern region, has a relatively long history, so the folk customs formed in Shaanxi also show colorful characteristics. There are abundant and distinctive folk resources to be excavated. Because it follows Chinese culture, tradition, language and way of thinking, Chinese English reflects the uniqueness of Chinese culture, language and thinking, rather than catering to the culture, tradition, language and way of thinking of other countries and nations. In addition, the translator has a certain subjective position in transnational cultural communication. In the Sino-British translation cooperation, it will show its own cultural position, thus subtly rewriting the original culture and transforming the culture of the people into the local color.

2.2. Strategies of folklore translation in Shaanxi province

In the context of the "one belt and one way" strategy, the correct translation of Shaanxi's folk culture can effectively promote China's external exchanges and external publicity, establish a positive international image of China, and enable Chinese culture to go out. English and Chinese carry different cultural backgrounds and connotations. However, it is the task of every translator to minimize or eliminate the differences between the two languages and cultures. Shaanxi Guanzhong Folklore belongs to the Chinese Folklore Family. Of course, it should first have the common cultural identity of Chinese Folklore. The construction of national identity often includes a large number of conscious "cultural construction". What culture has always emphasized is not universal values, but the values created by specific ethnic groups and ethnic groups, focusing on the differences and ethnic characteristics of different ethnic groups. In the process of translation of Chinese and English local folk culture, the characteristics of Chinese culture should be fully reflected, and the inherent characteristics and characteristics inherent in Chinese culture should be maintained. It is particularly urgent and important to maintain the inherent personality and characteristics of Chinese culture and maintain the clarity of Chinese folk culture identity in the process of globalization and cultural convergence.

Shaanxi has formed its unique cultural identity with its long history, extensive land, rich property and unique environment. In the process of translating folk culture into English, translators should fully grasp it. "Any translation is geared to the intended audience, because translation is the act of creating texts for the target readers in the target language context to achieve the desired translation purpose." Translators should not transplant English folklore into Chinese folklore at will, or they will result in vague and misplaced cultural identity. Only by respecting the Chinese folk culture and retaining the language and cultural information in the original language as far as possible can the core value of the Chinese folk culture be preserved from being infringed. When transforming sentences without subject into English, the subject should be supplemented appropriately according to the expressive habits of English. This enables communication between different cultural information on the basis of respect for language differences. Establishing China's positive international image and letting Chinese culture go out; contributing to the external propaganda of Shaanxi folk culture, establishing a correct and objective image of China in the hearts of foreign audiences, promoting and conveying the long history and cultural traditions of the province, and promoting the local economy of Shaanxi development of.
3. An Overview of Chinese-English Cooperative Translation under the Background of "Culture Going Out"

3.1. Translation model of Chinese-English translation

In the process of translating folk culture, it is also possible to describe difficult things to the target readers by means of illustrations and necessary explanations. English language develops linearly, attaches great importance to logical analysis and deductive abstract thinking ability of language, pays attention to form in English language expression and syntactic structure, such as verb-centered syntactic structure, its age, person, singular and plural use have clear provisions. On the premise of English input, it can also achieve English output, better reflect the exchange of language, culture and mode of thinking, strengthen students' patriotic consciousness, overcome Chinese cultural aphasia, promote foreign propaganda and communication, and abide by the national language policy. The translation using the alienation strategy is based on the language culture of the source language, and strives to preserve the cultural characteristics or "exotic features" in the language of the source language. Domestication is based on the consideration of whether the reader is easy to accept. The translation of the domestication strategy is based on the target language culture, and it is as close as possible to the target language reader.

3.2. The impact of cultural differences on sentence translation

Folklore culture not only has the common core of culture, that is, national and local characteristics, but also has its own personality, that is, folklore is popular folk culture and speaking culture. Ethnic minority literature includes at least two major themes: folk oral literature and literary creation. Therefore, when translators translate minority literature, they may not only face written literature, but also oral literature. Transliteration strategies play an important role in translating proper nouns with Chinese characteristics, displaying Chinese splendid culture and characteristics, and expanding foreign exchanges. Most of Shaanxi folk culture vocabulary contains place names, so transliteration is widely used. It will contribute to the external propaganda of Shaanxi folk culture, establish a correct and objective image of China in the hearts of foreign audiences, promote and convey the long history and cultural traditions of our province, and promote the development of local economy in Shaanxi. Any language symbol is composed of "signifier" and "referred to", "signifier" refers to the sound image of language, here refers to the outer shell of the language; "referred to" refers to the concept of the things reflected by the language, here refers to the original text The connotation of language. Translate Shaanxi folk culture and ask locals and foreigners to choose the translation that is most understandable and acceptable. In the traditional course teaching, the Chinese English learning is infiltrated, and the classroom teaching effect under different teaching modes is experimentally demonstrated, thus the role of Chinese English in English teaching and translation talent training is derived.

In the process of translating Shaanxi folk culture, the translator must first correctly understand the "surface structure" and "deep structure" of the original text. If literal translation and nested translation are not feasible, he may as well take off the language shell and translate the cultural connotation meaning that the original text really wants to express. Folk language is the popular language of the people, so the translation should embody the charm of "vulgarity" as much as possible. "Folklore is the Culture of Speaking". Fully affirm the cultural communication function of Chinese English in Shaanxi folk culture publicity translation. The strategy of "going out of culture" is mainly aimed at some relatively strong western countries. under the strong cultural pattern of western countries, in order to achieve deeper and wider cultural dissemination, China must choose a translation with a naturalized style and provide foreign readers with Chinese culture that they are willing to accept in compliance with their reading needs and expectations. In the process of translation of folk culture, the translator must first correctly understand the "surface structure" and "deep structure" of the original text. In the case that both literal translation and translating are not feasible, it is necessary to take off the outer shell of the language and translate the original text. The cultural connotation of expression. That is to say, the national epic has been
“changed” and “recreated” before becoming the source text of translation. It is not the “original work” in the usual sense. The nature of oral literature has undoubtedly occurred or more after writing or less change.

4. Conclusion

This paper studies the translation of Shaanxi folk culture under the strategic background of "culture going out". Shaanxi is one of the birthplaces of Chinese civilization. It has a long history and culture. Today, it has become an important tourist destination for people all over the world. The translation of folk culture can not only provide authentic and effective language materials for Chinese-English cultural translation, but also provide support for the cultivation of new local translation talents, thus promoting the construction and development of translation disciplines, and enhancing the image of Shaanxi Province as a major cultural tourism province on the international stage. In the practice of folk custom translation, the translator should try to adopt various translation methods, taking into account the cultural background involved in the original translation, the cognitive category of the target readers, the cultural characteristics of the target language and other factors, so as to achieve the desired translation purpose. The English study is applied to the publicity translation of Shaanxi folk culture to truly convey the local folk culture. The translation of minority literature not only needs to observe the needs of the target language culture and meet the expectations of the target language readers, but also needs to clarify the translation purpose, establish and select the best source language version, and select appropriate translation strategies such as cooperative translation and in-depth translation. Only in this way can we achieve the Chinese "culture going out" in the true sense. Adhere to the equality, complementarity and common prosperity of cultural exchanges, actively update the model of Chinese-English cooperative translation, enhance the dissemination effect of Chinese culture by changing the translation strategies of their own culture, strengthen the understanding of Chinese culture in the country, and thus continue to culture our country. The essence is pushed to the development of world culture.

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