

# False Phenomena and Solution Strategies for Korean Public Signs in Yunnan Province

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**Abstract:** Yunnan Province has beautiful natural scenery and has many famous scenic spots in Cangshan, Erhai, Lijiang and Xishuangbanna. In particular, Xishuangbanna, as China's 5a-level tourist area and national civilized landscape demonstration area, has an important influence all over the world. Improving the level of Korean publicity translation in Yunnan Province can significantly promote the development of tourism in Yunnan Province. Based on this, this paper mainly analyzes some errors in the translation of Korean public signage in the scenic spot and explores the solution path.

## 1. Introduction

According to the statistics of the Ministry of Commerce of the People's Republic of China from 2017 to 2018, every year, a large number of tourists from South Korea enter the scenic spot of Yunnan Province to visit and visit. Therefore, focusing on Korean propaganda is to enhance the international influence of Yunnan Province. An important way. However, there are some mistranslations in some Korean public signs in the scenic spots in Yunnan Province, and targeted solutions can significantly improve the accuracy of Korean public signs in scenic spots.

## 2. The Actual Value of Korean Public Sign Translation

The Korean public signage in the scenic spots of Yunnan Province can provide Korean tourists with some basic information about the scenic spots, introduce the services of the scenic spots, and display the cultural values of the scenic spots. As an important content of Chinese and Korean cultural propaganda, effective Korean logos Translation can improve the satisfaction of tourists in the scenic spots in Yunnan Province. Especially since entering the new era, with the continuous deepening of Sino-Korean exchanges, more and more Korean tourists have entered the scenic spot of Yunnan Province to visit and visit. If the scenic spot maintains an unregulated and incorrect image of such public sign language for a long time, it may make some wrong guidance to tourists, reduce the satisfaction of tourists, affect the travel experience of tourists, etc., and it is not conducive to Yunnan Scenic Area International. Maintain and enhance the image.

## 3. The Wrong Phenomenon of Korean Public Sign Translation

From the current research conducted by researchers in a scenic spot in Yunnan Province, it can be seen that the errors of the Korean public sign language in the scenic spot can be summarized as the following types:

### 3.1. Meaning expression is inconsistent

Korean language is very different from Chinese language use. In the translation of public sign language, some Yunnan province scenic spots have inconsistent content translation content, which will not only cause tourists to be misled, but also may cause some cultural discrimination. Error guiding phenomenon and so on.

For example: "It is strictly forbidden to enter more than 15 passenger cars and large trucks into the scenic spot". The scenic area was translated into "15 명,

버스와화물차의관광지진입을엄금한다.”, causing confusion for group travelers.

Correct translation of “15 인승이상의버스와대형화물차의관광지진입을엄금한다.”[1].

“Buy tickets from this entrance” is translated into “이입구에서들어오려면반드시표를사야한다.”.

The correct translation should be “이입구에서표를사서들어가다”.

### 3.2. Spelling mistakes

Spelling mistakes are also one of the main mistakes in the translation of public signs. This kind of mistake may be caused by the sloppiness of the translator, not carefully caused, or it may be caused by post-production layout. This kind of unclear phenomenon has a significant impact. The overall style of the scenic spots in Yunnan Province has left a bad travel experience for Korean tourists:

For example, if you enter the Xishuangbanna scenic area, please respect the local people's living habits and be mistakenly translated into “시쌍반나( 西 双 版 纳 ) 관광지에현지인의습관을존중하라”, resulting in incomplete language structure[2].

The correct translation should be “시쌍반나( 西 双 版 纳 ) 관광지에가면현지인의생활습관을존중하라”.

### 3.3. Inappropriate use of the normative terminology

The translation of public signs has a customary usage standard. Some Yunnan provinces do not keep up with the times. They use Korean local norms and use standardized Korean vocabulary, which gives Korean tourists a random impression.

### 3.4. Language usage rules are not standardized

Chinese grammar and Korean grammar have great differences. Korean grammar mainly uses connectives and suffixes to reflect the structure of the language. If you do not follow this linguistic structure, accurate translation may affect Korean tourists' tense. The understanding of the location and the way, and the mistakes in the translation, can not make Korean tourists get the content they need to find, and even cause the contrary, and the behavior of the tourists is wrongly guided.

For example: pay attention to the depth of the mountains in front, carefully drive the translation into “앞산은높고계곡은깊으니, 운전조심하십시오.”

The correct translation should be “고도를주의하여운전하다”

This typical translation error is due to the neglect of the accuracy of the grammar, and the resulting attitudes of Korean and Chinese language are very different. Therefore, in the process of translation, Korean language application habits should be combined and flexible. translation.

### 3.5. The problem of one-sided translation.

During the process of translation, some Yunnan province scenic spots carried out “word-to-word” translation. This kind of translation affects the expression of meaning. Without careful consideration of the structure of lexical grammar, it often leads to the loss of translation results and thousands of miles. Korean tourists simply can't figure out what the content of the sign is to express. This kind of translation is especially evident in some poetry translations and couplet translations[3].

## 4. Translation Strategies for Korean Public Signs in Yunnan Province Scenic Areas

According to the survey conducted by the author, more than 30% of the scenic spots in Yunnan Province have a large number of errors in the translation of Korean public signs. In the market,

there is still a lack of effective supervision of this phenomenon. Moreover, since Korean has long been a small language, there is not much reference material in translation. Therefore, most of the scenic spots are translated by the scenic area management group, and the language guidance is relatively rough, which affects the external image of the scenic spot. The actual level of translation of public opinion in this scenic spot is highly influenced by the translation team selected by the scenic spot. Some translators do not have solid language skills, and superb translation skills, especially in terms of language and culture accumulation, the accumulation is weaker. The use of incorrect spelling grammar vocabulary and the neglect of the importance of normative language have made Korean tourists unintelligible.

To change this kind of problem, we can mainly start from the following aspects:

#### **4.1. Strengthen government intervention and formulas and guidance**

The Yunnan Provincial Government is currently vigorously developing tourism culture. Therefore, in the supervision of public sign language, it is necessary to improve the level of supervision and level, focus on improving the level and quality of the Korean public sign language in the scenic spot, and pay attention to supervision and management to play the initiative and initiative of people:

It is necessary to effectively sort out some existing misuse phenomena and irregular language in the scenic spot, explore the reasons for such problems, set up expert suggestion groups, etc., and do a good job of classification and analysis.

For some of the wrong language phrases collected, the corresponding translation experts can be invited to check the irregular behaviors through online and online double check.

Relevant authorities should attach great importance to this issue, providing financial support, policy support, and technical support. The second review of the final content of the translation will actively promote the local tourism resources of Yunnan Province, emphasize the spread of Chinese culture, attract more Korean tourists, and enter the Yunnan Province for sightseeing.

#### **4.2. Organizing professionals to systematically translate**

The traditional management group translation mode has significantly affected the translation level of Chinese public signs. Therefore, in the new era, in order to improve the translation level of Korean public signs in Yunnan Province, a related expert advisory group can be established. For example, in universities and other universities in Yunnan Province, relevant Korean language research experts are selected, and professional translation teams are hired in the society to conduct a unified survey and evaluation of the qualifications of these people. After the review, these experts were involved in the interior of the scenic spot to conduct a comprehensive understanding and detailed investigation of the actual landscape of the scenic spot, and to translate and explore it in the field. The scenic spot management personnel should conduct a second review of the contents translated by the expert advisory group to improve the adaptability of the translated content and the content of the scenic spot.

#### **4.3. Strengthen systematic learning**

The norms of language translation are always in the process of change and development. Therefore, in the process of translating Korean public signs, it is necessary to adapt to the basic translation rules of local languages and develop translation of public signs.

First of all, all translators should optimize the theory of Korean public sign translation. Only after passing the relevant course examinations can they enter the translation field and avoid some low-level vocabulary such as grammatical imperfections, typos misspelling, and irregular language use.

Secondly, it is necessary to assess the actual level of Korean translators, to avoid the translation of such "word-to-word" affecting the consistency of the actual language. If necessary, it can adopt the methods of translation, literal translation and free translation to improve publicity as much as possible. The accuracy and simplicity of language translation avoids excessive language and leads to inaccurate Korean translation.

Finally, in the process of translation, it is necessary to comply with the Koreans' usage habits of Korean, avoid using Chinese thinking, translate language, pay attention to language communication and adaptability, give full play to the guiding effect of Korean public signs, and use short sentences whenever possible. Instead of long sentences, improve the effectiveness of the entire company and the content.

#### **4.4. Develop cross-cultural translation awareness**

With the increasing frequency of international exchanges and the increasingly fierce competition in the tourism industry, in the process of translation of public signs in scenic spots, it is necessary to meet the increasing needs of tourists. That is to say, translators must not only translate the original text in accordance with Chinese meaning. It is also necessary to fully combine the cultural differences between China and South Korea, the local language of some Koreans to use new habits and new requirements for accurate translation of the language, in order to ensure the barrier-free accessibility of the entire translation process, according to the habits of Korean tourists, accurate expression of public signs. meaning.

On the one hand, translators must constantly improve their self-cultivation, improve the ability to control words, improve translation, and convey true facts to tourists.

On the other hand, translators should understand their translation of public signs as a bridge of communication. According to the Korean mindset, they can more accurately and accurately narrow the differences in the process of language communication, and introduce culturally to Koreans accurately. For example, some local Chinese songs, lexical allusions, etc. in Korea can be applied, and the interpretation of Korean scenic spots can be used to translate the words.

#### **5. Conclusion**

In summary, the translation of public sign language is an important part of the cultural soft power of the entire scenic spot, and it is also an important window for Chinese culture to introduce and communicate. From the analysis of this article, we can understand that the translation of Korean public sign language should be comprehensively started from the aspects of personnel composition and personnel training translation skills. Under the background of the Belt and Road, we will create an international tourism route, enhance the attraction of cultural brands, and enhance culture. Be confident and carry out accurate translation of public signs.

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