

An Analysis of Cultural Vacancy in the Process of Cultural Translation of Traditional Chinese Medicine

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Abstract: China Has a Long History. in the Development Process of Traditional Chinese Medicine Culture, It Lays a Strong Foundation for the Development of China's Medical and Health Undertakings, Which Can Effectively Demonstrate the Long History of China's Medical Direction. Traditional Chinese Medicine Culture Has Gradually Separated from a Single Medical Field in the Historical and Cultural Background of Our Country, But as a Part of Our Excellent Traditional Culture, It Can Show Our Country's Important Historical and Cultural Achievements in Politics, Economy, Philosophy, Art and Many Other Aspects. with the Continuous Development and Progress of Social Economy, It is an Important Link in the Process of Chinese History and Culture to Carry Forward Tcm Translation in the New Era. How to Give Tcm Translation a New Impetus for Development is an Urgent Problem to Be Solved in the Current Tcm Translation Construction.

1. Introduction

The translation of traditional Chinese medicine is an important part of the construction of spiritual civilization in China and an indispensable precipitation in the process of historical civilization. At present, with the continuous improvement of science and technology, people's demand for handwriting in life is also decreasing, and it is difficult to appreciate and comprehend the corresponding translation of traditional Chinese medicine in life [1]. The combination of TCM translation and the construction of contemporary political and economic development can give people more opportunities to adapt to and integrate with traditional culture, build a more cultural public environment, and then guide the masses to improve their appreciation level of TCM translation and appreciate the profound connotation of TCM translation,. The propaganda and integration of TCM translation in the contemporary political and economic development can effectively improve the national cultural quality and create an excellent social and cultural atmosphere.

2. The Importance of English Translation of Tcm Culture

Traditional Chinese medicine culture is an important representative part of Chinese traditional culture. The foundation for the continuous development of the Chinese nation is also the improvement of traditional Chinese medicine. In the development process of economic globalization, traditional Chinese medicine has the advantages of less side effects and less impact on human body compared with western medicine, which has attracted the attention and attention of many overseas countries. Moreover, with the continuous promotion of China's "do it out" strategy, the development of traditional Chinese medicine in overseas markets has ushered in a broad market. Therefore, we should pay attention to the translation of Chinese medicine instructions [2].

There are different cultural backgrounds and values between English and Chinese. In the process of translating literary works, there will be some cultural communication obstacles, misunderstanding and deviation of the original meaning, which leads to confusion and limitations in the process of reading. Using transliteration can change the author's meaning and accurately convey the original meaning. Once there is cultural deviation in the translation of common sayings, transliteration translation can be directly chosen to promote readers' understanding of the meaning

of the original text.

The main content of the manual of traditional Chinese medicine is to introduce the main efficacy, pharmacology, use mode and storage mode of the medicine. The basic form of Chinese medicine manual is composed of title, text and signature [3]. The Chinese medicine manual can clearly explain the function of the product, publicize the advantages of drugs, guide consumers to consume, etc., and a good manual can effectively create the social image of the brand, is also one of the soundness with legal effect, and is an important guide for consumers to choose drugs.

The effective and accurate translation of Chinese medicine instruction can improve the understanding and understanding of Chinese medicine in overseas related industries, promote the inheritance and development of Chinese medicine culture, enhance the recognition of Chinese medicine in the international scope, enhance the export quantity of Chinese medicine, inherit and develop Chinese medicine culture in the world, and promote the progress of medical and health undertakings [4]. For a long time, China's export of traditional Chinese medicine products has been limited to some extent, mainly due to the lack of translation of instructions of traditional Chinese medicine in China, which is difficult to meet the relevant provisions of the U.S. Food and drug administration, leading to some overseas people's misunderstanding of traditional Chinese medicine products, and there are certain doubts and puzzles in the use process.

3. Current Situation of Cultural Translation of Traditional Chinese Medicine

The relevant translation personnel did not understand the knowledge of traditional Chinese medicine enough, could not effectively explain the relevant content in the process of translation, ignored the understanding ability and cognitive level of overseas consumers, resulting in a large number of elements of traditional Chinese medicine in the translation content, poor professionalism, hindering the development process of traditional Chinese medicine products. According to the research of related literature and product manual, the following problems can be found in the manual of traditional Chinese medicine.

First, the translation of structural words is not standardized. There are fixed structural words in the manual of traditional Chinese medicine: drug name, composition, character, function indications, usage and dosage, adverse reactions, taboos, precautions, storage, approval number, manufacturer, etc., so there should be a set of standardized translation [5]. However, it is true that the translation of the structural words in the manual of traditional Chinese medicine is not standardized. For example, some of the “main components” in structural words are translated into “main ingredient”, while some of the instructions use “composition”; while “functional indications” have different translations such as “indications”, “function and effect” and “application”;

Table 1 Translation Principles of Traditional Chinese Medicine Culture

Translation form	Basic performance
literal translation	The process or result of using one character symbol (such as a Latin alphabet) to represent the character symbol (such as a Chinese character) of another character system.
literal translation	In the process of translation, it can not only show the basic content of the article, but also express the deep meaning of the article, and give consideration to the translation between “God” and “form”.
free translation	In the process of free translation of an article, it refers to the deep understanding and integration of the article rather than the expression of words in the content of the article, and the selection of words that can effectively demonstrate the meaning of the article for translation.

Secondly, the translation of TCM names. There are many errors in English of traditional Chinese medicine products, lack of unified norms, or the same Chinese medicine name uses many different translations. Part of the raw materials in traditional Chinese medicine products have the function of “replacing tea”. In the process of translation, the translator will directly translate it into “tea”, which should be translated into “drink” in English context, which can effectively avoid the misunderstanding of consumers in pharmacology. In fact, “fuyanbao” in Chinese traditional medicine products is a kind of health care drug, which can effectively regulate women's endocrine situation, but simply translating from the literal content is “complex naming pills for ladies”, which

will lead consumers to think that it is a kind of beauty product, and the correct translation should be “medicine for gynecological diseases”, that is, “gyne cure”.

4. The Effective Strategy of “Going out” in Tcm Cultural Translation

4.1 Rational Planning and Establishment of Traditional Chinese Medicine Translation Brand

In recent years, China's tertiary industry is developing vigorously and efficiently, and the competition among related industries and regions is becoming more and more fierce. How to establish the development trend of TCM translation in the competition and create a unique national culture TCM translation product has become an important link in the development of regional TCM translation. The region has a unique geographical location and diversified TCM translation is the unique condition for brand building of TCM translation industry. Therefore, in the process of developing TCM translation, we should establish collective awareness and brand awareness, and master the effectiveness and scientificity of TCM translation development. Inheriting the fine tradition of history and culture, we should take the cultural integration of its essence and its dross, take the unique culture of every region as an important opportunity for development, and help each other to form a unique cultural phenomenon in the region.



Fig.1 Extensive and Profound Tcm Culture

4.2 Enhance the Facilities of Tcm Translation and Enhance the Participation of Tcm Translation Development

In the process of urbanization and modernization, we should realize the modernization of TCM translation facilities and improve the related derivatives. We should integrate the developed TCM translation scenic spots and improve and reform the cultural TCM translation location which is relatively backward and lack of its own characteristics. In the development of TCM translation, we should start from the overall situation, set up a regional example of TCM translation, improve TCM translation facilities, enhance the characteristic development of TCM translation culture, combine traditional culture TCM translation with modern TCM translation facilities, and promote TCM translation into a benign development path.

4.3 Increase Investment and Promote the Economy of Ethnic Areas

The establishment of a benign information publicity platform can promote the overall process of TCM translation construction, also help to establish its own brand effect, accelerate the pace of TCM translation construction, and promote regional economic development. The construction of information platform should start from the construction of talents. First of all, it should ensure that talents have the awareness and professional knowledge of TCM translation direction, and can ensure that talents have the ability and level of proficient application of the network, and then can carry out information integration and maintenance while carrying out network publicity, and strengthen the information maintenance in network publicity. In response to this change, the

government strengthened investment and level, established and improved network assistance and investment, and promoted the construction of network infrastructure in the process of TCM translation.



Fig.2 Museum of Traditional Chinese Medicine Culture

4.4 Combination of Development and Protection to Enhance the Cultural Connotation of Traditional Chinese Medicine

The government should carry out the correct education and guidance of TCM translation values, help the relevant enterprises and leaders in the region realize that the current TCM translation construction can effectively transform the development prospects of the rural economy and accelerate the effective operation and development of the local economy. It is a good opportunity for the development of rural economy to hold corresponding political education and lectures to make clear the construction of TCM translation. Establish a complete incentive system, promote the return of talents with professional knowledge and modern management ability to rural construction, and strengthen the publicity of TCM translation.

5. Conclusion

According to the above discussion, we can see that in the translation of TCM culture, we should accurately and vividly convey the performance, efficacy, use norms and other contents of TCM, and penetrate the “cultural” factors on the basis of ensuring that consumers can accurately judge the use and use norms of TCM. In this way, it can give consumers an important opportunity of cultural exchange with therapeutic effect and cultural experience, and improve the development prospect and level of China's goods and culture in the world.

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