

# 旅游文化外宣网站中的文化因素英译策略研究

## ——以洛阳市旅游局官方网站(英文版)为例

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**摘 要:** 采用以关联理论为指导的翻译策略,剖析洛阳市旅游局官方网站(英文版)中的旅游外宣英文文本,揭示影响旅游外宣网站文化传播效果的因素。提出具体翻译策略,给出修改建议,以期提高旅游文化外宣英译文本质量,达到更好的宣传效果。

**关键词:** 旅游外宣翻译; 关联翻译理论; 翻译补偿策略

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洛阳是中国七大古都之一,是国内外众多游客心目中的旅游胜地,无论是自然资源还是人文资源都非常丰富。对于潜在的国外游客来讲,互联网作为沟通全世界的大众媒体,是其了解旅游信息最方便快捷的首选方式,因此,加快洛阳市旅游局官方网站(英文版)的建设就显得尤为重要。

旅游文化宣传网页不仅为国外游客提供景点介绍等信息,而且起着宣扬中华文化的重要作用。旅游局官方网站(英文版)作为政府对外宣传的平台,网站上的英文文本质量的优劣直接关系到旅游文化信息的传递,甚至影响到旅游业的发展。旅游文化外宣网站的建设刚刚起步,尚不完善,尤其是与地方文化特色相关的内容的英译文本质量有待提高。

### 1 基于关联理论的翻译策略

翻译不是简单的语际语码转换,而是一种真正意义上的跨语言、跨文化交际的语用问题<sup>[1]</sup>。译者在旅游文化对外传播过程中,肩负着受传者和二次传播者的双重身份,其主体地位和作用不容忽视<sup>[2]</sup>。自1986年斯珀伯和威尔逊提出关联理论以来,国内外学者关注并发展了该理论,其中格特提出了关联翻译理论,现已被广泛应用到翻译领域。格特认为话语的语境是用以解释该话语的前提。语境是指交际双方“关于世界的假设的一部分”,即“认知环境”。交际成功与否,关键在于听者能否从自身认知环境里的所有假设中选出符合实际的、言者意欲表达的那些假设<sup>[3]</sup>。

关联理论的主要观点是:人类交际关键在于创造一种对于最佳关联性的企望,即听者企望自己希望表达的内容能以最低的加工成本产生充足的语境效果,也就是听者无须付出不必要的努力即可得到充足的语境效果<sup>[3]</sup>。

英译文本质量好坏的关键在于译文能否提供最佳的语境效果,产生译者期望传达的信息效果。受众多是对中国文化鲜有耳闻的国外客人,因风俗习惯、生活地域、教育和社会背景、审美和认知习惯等差异,要使具有地方文化特色内容的译文与读者达到最佳的关联效果,译者首先应客观估测读者的认知环

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境,采用适当的翻译策略,使外国受众可以用尽量小的认知努力获得尽可能好的语境效果,达到预期的宣传效果。

## 2 译文的可接受性

孙致礼曾说翻译中的最大困难往往不是语言本身,而是语言所承载的文化意蕴<sup>[4]</sup>。语言是文化的载体。在不同的历史条件、地理环境、宗教信仰、社会习俗等的影响下,两种语言中的部分词汇会表现出无法对应和重合的现象,产生了语义空缺和词汇空缺,这些词汇就是所谓的“文化负载词”。“文化负载词”是特定文化范围的词,是民族文化在语言词汇中直接和间接的反映。保持译文与读者的“最佳关联性”是最重要的原则。译者不仅要考虑源语文化负载词的意义,还应充分考虑译文读者的认知环境和接受能力。

对于蕴藏在语言当中的文化因素,应力争将含有中国文化特色的信息准确地传达给外国受众,为此,应坚持两条原则:一是以中国文化为取向,尽量保留中国文化信息,尽可能多地宣传中国文化;二是以外国游客的接受能力为重点,让外国游客能够欣然接受中国文化、增加旅游兴致。为了使旅游资料的原语信息最大限度地被外国受众所接受,可以采用翻译补偿策略,例如增词达意策略、文化对应策略等<sup>[5]</sup>。

### 2.1 增词达意策略

增词达意策略可用于介绍旅游景观中的地名、人名和人文典故、民间传说等,这些都是中华民族历史文化的结晶,对于中国受众来说理解较容易,而对于外国受众来说却困难重重。因此,译者可以根据实际需要,运用增加释义、背景知识等手段,让外国受众对蕴含中国文化的信息充分了解,使其产生亲临其境、游览体味一番的意愿。

该网站关于龙门石窟的一篇英文介绍为:

#### Longmen Grottoes

The world-famous Longmen Grottoes are located 12km south of downtown Luoyang. Here two mountains, namely, East Hill (Mt. Xiangshan) and West Hill (Mt. Longmen), confront each other with the Yi River traversing northward between them, just like a pair of Chinese gate towers. So during the Zhou and Qin dynasties, it was called "Yi Que" (Gate of Yi River). Later, when the Sui established its capital city in Luoyang, the palace gate was just facing Yi Que, hence the name "Longmen" which means "Dragon Gate".

Spanning a length of over 1,000 meters on the hillsides along the Yi River, the Longmen Grottoes, together with the Mogao Caves in Dunhuang (Gansu Province) and the Yungang Grottoes (Shanxi Province), are reputed as the three greatest stone sculpture treasure houses in China. In the year 2000, Longmen Grottoes was listed by UNESCO as a World Cultural Heritage Site.

译文中对“龙门”石窟进行了解释,可对于不熟悉中国历史文化的外国受众来讲,理解起来仍有一定困难,因此应适当增译,把“龙”这一中国文化中常用作统治者代称的形象进行说明,伊阙正对着帝王所居住的宫殿大门,龙门这一名称的由来就显而易见了。若能增译被评为世界文化遗产时所得到的具体评价,也能使原文枯燥的内容变得丰富。试改译为:

The world-famous Longmen Grottoes are located 12km south of downtown Luoyang. What does "Longmen" mean? Here two mountains, namely, East Hill (Mt. Xiangshan) and West Hill (Mt. Longmen), confronting each other with the Yi River—a north flowing tributary of the Luo River—flowing northward between them, look like a pair of Chinese gate towers in the distance. So it was called "Yi Que" (Gate of Yi River) during the Zhou and Qin dynasties. Later, when the Sui Dynasty established its capital city in Luoyang, the palace gate was set just facing Yi Que, hence the name "Longmen" which literally means "Dragon Gate", since Long (Dragon) can be compared to the monarch who lived in the palace.

The caves were dug and carved from a stretch of over 1 kilometer limestone cliffs running along both banks of the river. This complex is one of the three notable grottoes in China. The other two grottoes are the

Yungang Caves near Datong in Shanxi Province , and the Mogao Caves near Dunhuang in Gansu Province in west China. In 2000 the site was inscribed upon the UNESCO World Heritage List as " an outstanding manifestation of human artistic creativity " , for its perfection of an art form , and for its encapsulation of the cultural sophistication of Tang China.

## 2.2 文化对应策略

为使中国文化特色的内容正确传达给外国受众 ,除了使用增词达意这一翻译补偿策略之外 ,还可以使用文化对应策略 ,把外国受众所熟悉的内容和中国文化特色的内容相类比 ,从而产生共鸣 ,得到更好的宣传效果。关于奉先寺的介绍为:

### Fengxian Temple ( Ancestor Worshipping Temple)

Stretching along the precipitous cliff of the southern side of West Hill , Fengxian Temple , also named Grand Vairocana Buddha Niche , is the largest cave in Longmen. Measuring 35 meters in width and 39 meters in length , this cave was carved over 1 ,300 years ago ( from 672 to 675 AD) during the Tang Dynasty. When it was first constructed , the entire grotto was covered with a roof and it was enclosed from the natural elements. Today the roof is missing and the sculptures stand out in the open air.

奉先寺中有龙门石窟中规模最大、最具有代表性的露天佛龛 ,保存了相对完好、形态各异、栩栩如生的造像。这些造像代表了盛唐雕塑艺术的高度成就 ,是石雕艺术史上的奇葩 ,仅仅用这一小段文字着实不足以概括其重要地位和巧夺天工的艺术成就 ,最后一个长句所描述的内容也不是奉先寺的主要特点 ,目标受众对这些细节感兴趣的可能性极小。因此 ,应增译卢舍那大佛的具体描述 ,尤其是武则天为把佛像雕得更精美 ,捐出了自己的两万贯脂粉费的传说 ,以及人们把卢舍那大佛比作中国的维纳斯、东方的蒙娜丽莎等内容。这些比喻的运用正是文化对应策略 ,将中国文化特色的东西与国外受众熟知的相类比 ,与受众建立最佳关联 ,使其能更好地理解异域文化。试改译为:

Feng Xian Temple is the largest of all caves carved on the west hill. The shrine inside the cave measures 39m × 35m. This cave was built between 672 and 676AD , over 1 ,300 years ago. It has the largest Buddha statue at the Longmen Grottoes. Of the nine huge carved statues , the highly impressive image of Vairocana Buddha is 17.14m high and has 2m long ears carved at the orders of Empress Wu Zetian , and are considered uniquely representative of the Tang dynasty's " vigorous , elegant and realistic style. " The huge Virocana statue are claimed to be the quintessence of Buddhist sculpture in China. It is said that Wu Zetian donated " twenty - thousand strings of her rouge and powder money " to complete this edifice. Hence , it is conjectured that the Vairocana Buddha was carved to resemble the Empress herself and termed as a " Chinese Mona Lisa , Venus or as the Mother of China " .

## 3 信息传递的简洁性

逐字逐句翻译 ,尤其是把一些外国受众不甚了解的文化信息量过大的内容一一罗列 ,会造成重要信息不突出 ,传播效果不佳。譬如罗列历史上的人名、地名等 ,会使行文堆砌冗长 ,令受众失去阅读兴趣。有关洛阳老城的介绍为:

### Historic District of Old City Area

With a long history as the capital of a great power , Luoyang created the Luohe civilization and was home to many eminent Chinese. Cai Lun invented paper and the paper-making process here , Zhang Heng invented primitive seismographs for measuring earthquakes , Sima Qian wrote " Records of the Grand Historian , " Sima Guang wrote " Zizhi Tongjian " ( " Comprehensive Mirror to Aid in Government " ) , Xu Shen created " Shuowen Jiezi " ( the first Chinese dictionary with character analysis ) and Li Bai , Du Fu , Bai Juyi , Ouyang Xiu , Cao Zhi and Zuo Si composed many magnificent poems.

本文在保留原文的主旨意义的前提下 ,对原文试改译为:

Luoyang , one of the Four Great Ancient Capitals of China , created Heluo civilization , which is one of the

cradles of Chinese civilization. Ancient Luoyang has been well-known for its favorable academic atmosphere that has resulted in the emergence of a multitude of distinguished people in various fields ,including inventors , historians , linguists , as well as numerous poets.

#### 4 结语

由于旅游外宣网站英译文本的特殊性 ,需要在充分认识互联网旅游外宣特点以及对文本类型的基础上 ,选取关联理论为指导翻译策略 ,提供充分的语境效果 ,使译文与不同文化背景下的国外受众产生充分的关联 ,达到预期的宣传效果。期待本研究能够抛砖引玉 ,让更多的语言文化工作者加入到这一领域的研究中来 ,献计献策 ,提升英译文本质量 ,提高政府旅游官方网站的知名度 ,增进旅游文化外宣效果。

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## Strategies for translating cultural factors in tourism publicity websites

### ——A case study of English edition of official website of Luoyang Municipal Tourism Bureau

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**Abstract:** Guided by Relevance Translation Theory , the English text in official website of Luoyang Municipal Tourism Bureau is analyzed , the factors that influencing communication effect are revealed , and the specific translation strategies and recommendations are putting forward in order to improve the quality of English texts in tourism publicity website and contribute to better cultural publicity effect.

**Key words:** tourism publicity translation; relevance translation theory; translation compensation strategy