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Travel brochure for Jiuzhaigou Valley



Summary of translation of a travel brochure

**Abstract**

This report is written to describe the way we translate a travel brochure, the purpose of our translation, the problem we met and the strategies we employed. The main strategies is *functional equivalence theory.* And we set the target reader as foreign visitor.

Keywords: travel brochure, functional equivalence theory, foreign visitor, Jiuzhaigou

1. Introduction

Our project mission is to translate a Chinese ST, which feels like it’s from a travel brochure introducing Jiuzhaigou Valley, into English TT. AS the ST is from a travel brochure, we assume our TT will also be print on an English travel brochure or some other publicity materials. And our target reader naturally be the foreign tourists who take the travel brochure for learning basic information of Jiuzhaigou Valley or who want to travel overseas and search for beautiful natural view. In this way, our purpose is to give foreign tourists a basic view of Jiuzhaigou Valley and make them get interest in it.

Travel brochure is quite hard to translate. Travel brochure always contends many local cultural things that are different from simple national culture. Maybe a Chinese could understand what the ST is talking about but it is still complicated to explain the text content. For example, the word “海子” in ST is simply a local word to call the lakes in Jiuzhaigou Valley, but that Chinese word actually has the meaning that *‘the son of the sea’* . To make foreign reader understand such an expression, that full of local characteristics, and be attract by the scenic, we need to search enough information about the scenic first.

The other difficulty in our translating mission is that we need to show the views that the ST wants to show, but they are described with four-character Chinese structure. Four-character Chinese structure is phrase made up of four Chinese characters in structure; it originates from the long Chinese history and the conventional usage of this structure for many generations of Chinese people. When translating the four-character Chinese structure in ST, in my opinion, we not only need to show the beauty of the natural view but also the beauty of the sentence.

1. Method/Procedures

Here I will show the strategies we tried to use in our translation and explain our understanding of them. How we use them is written in the next part.

1. **Functional Equivalence Theory**

Functional equivalence, sometimes called dynamic equivalence or meaning based translation, is a translation method in which the translator attempts to reflect the thought of the writer in the source language rather than the words and forms. We read a sentence or other unit of thought, try to understand it as well as possible, and then write that thought in the target language. The forms of the source language are not important, because they are not the same as the forms of the target language.

1. **Relevance Theory**

Relevance theory is framework for understanding utterance interpretation first proposed by Dan Sperber and Deirdre Wilson and used within cognitive linguistics and pragmatics. It was originally inspired by the work of H. Paul Grice and developed out of his ideas, but has since become a pragmatic framework in its own right.

Relevance theory argues that the thing that causes an input to stand out from others is its relevance to the receiver. We try to follow these rules made by Wilson and Sperber:

“a. Other things being equal, the greater the positive cognitive effects achieved by processing an input, the greater the relevance of the input to the individual at that time

b. Other things being equal, the greater the processing effort expended, the lower the relevance of the input to the individual at that time.”

1. **Abridgement**

Abridged translation method is used for removing unnecessary information so that reader could concentrate on the important or the attractive part. In addition, it is an effective way to eliminate misunderstanding. When there are some Chinese thought pattern in the ST, we could simply remove it if it will cause trouble in understanding for foreigners.

1. Results and Findings

按内容顺序说明如何翻译

In this part, I will explain our translation with the strategies above.

There are some titles of Jiuzhaigou Valley in the first paragraphs. In Chinese, titles are adjective and always be set in front of the object. However in English, titles are set behind the object. For example, Daenerys Targaryen, a character in the television adaptation *Game of Thrones,* introduce herself as “Daenerys of the House Targaryen, the First of Her Name, The Unburnt, Queen of the Andals, the Rhoynar and the First Men, Queen of Meereen, Khaleesi of the Great Grass Sea, Protector of the Realm, Lady Regnant of the Seven Kingdoms, Breaker of Chains and Mother of Dragons”. So we follow such convention in our translation.

In the second paragraph we used abridged translation method. We removed the word “奇珍异兽” because one of our team member has travel experience in Jiuzhaigou and he said that it is hard to find wild life animal in formal trip. Moreover, we think if we translated it visitors will get a feel like the African grassland.

In the 3rd and 4th paragraph,

1. Conclusions

以ST为Layout， 构建画面， 用英语进行再创作

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