



Research Article

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## Research tourist translational skill of Henan under the view of functionalist theory

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### ABSTRACT

*With the rapid development of tourism industry, tourism translation has recently gained more and more attention. Tourism translation involves cross-language and cross-cultural people-to-people exchanges. However, there is still room for improvement in tourism translation research based on local tourism resources. This paper adopts the functionalist perspective and conducts researches into tourism translation on the basis of narration texts from well-known scenic spots in Zhengzhou, Kaifeng and Luoyang. This paper also proposes possible translation principles and strategies.*

**Key words:** German School of Functionalist Translation Theories; tourism translation; translation strategies

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### INTRODUCTION

In the process of spreading Central Plain's culture, translators concerning foreign affairs undertake heavy responsibility of cross-cultural communication. The functionalist theory which pays attention to culture and cultural difference provides important theoretical framework for tourist translation. This paper aims to discuss the approach of crossing intercultural communicative barriers about travel translation. And it lays emphasis on connects theory and practice closely on the base of functionalist theory.

### LITERATURE REVIEW

#### Concept Definition

Tourist translation is a type of communicative activity about cross-society, cross-culture and cross-psychology. It supplies tourist activity, tourism major and industry for translation practice, which belongs to professional translation. (Gang Chen, 2004) In accordance with different colloquial, tourist translation can be divided into verbal and written forms. The verbal colloquial mainly includes guide-translation, for example composing and prefabricating tour guide presentation. The written form covers various kinds of tourism text dates. (including guide-translation of the verbal one ) Tourist translation discussed in this paper means written translation, that is to say tourism text translation.

#### Current Research Status

With the fast development of tourism across the country in recent years, the tourist translation study heats up quickly. It mainly focuses on four parts: (1) using foreign translation theory for building up theoretical framework. WenboJia (2004) and other scholars think that German functionalist translation theory has important guiding significance to tourist translation practice. (2) empirical study and quantitative analysis of current problems in tourism translation. MingwuXu and other scholars(2006) analyze this from vocabulary, sentence and discourse levels. (3) discuss and research on tourism translation method and technique. For instance, "paraphrasing, supplement, recombination, deletion" and "addition, interpretation, borrowing, deletion and rewritten" (Gang Chen, 2008;2009). (4) Linguistic corpus translatology has been brought in travel translation study. Bilingual tourist corpus will extend from collecting corpus in Hong Kong to Chinese and English tourist corpus in PRC. And it has been considered to put corpus in the

internet or made into disk for searching ( Dechao Li, Kefei Wang, 2010). After building up corpus, it will have wide research and application prospect.

In conclusion, tourist translation study still has some deficiencies: (1) tourist translation practice has not systematization yet and this study is limited to guide tourist translation practice. (2) Its strategy, method and skill mostly stay on linguistic level. Even though refers to culture, it always confined to the side of translators. (3) It is lack of research in rules, quality assessment and supervise.

## **FUNCTIONALIST THEORY FRAMEWORK**

### **Text Type Theory**

Translation Criticism: The Potentials and Limitations: Categories and Criteria for Translation Quality Assessment written by Katharina Reiss is the beginning of German functionalist Reiss attempted to build up a type of translation criticism form on the basis of the functional relation between source text and target source text She used Blur's linguistic function trichotomy divided text types into informative, expressive and operative. Meanwhile, she also added the fourth text type: audiomedial texts. When text has various functions, translation method relies on the main function of original text. Because textual main functions are transmitted well or not is determining factor to judge translation, the criticism standard judges that translation realizes specific function or not according to translational environment.

### **Skopos Theory**

In 1970s, Skopos theory---the foundation theory of functional translation, was put forward by Hans J. Vermeer. It's core is entire translational action objection which determines translational process. In the theoretical framework of Skopos theory, target language readers are the most important factor to determine translation purpose. They have their own cultural background knowledge, exception and communication requirement to translation.

### **Theory of Translational Action**

Theory of translational action was put forward by JustaHolz-Manttari in 1980s (Munday,2001:77). This theory emphasized communicative function in target-language culture. It regards translational action as complex one to realize cross-culture and language transformation. This action refers following participators: initiator, consignor, original author, translator, translation user and translation receptor. So the form of translation is not copy the original text but depends on if it services reasonably for its functions in the culture of target language. On the base of JustaHolz-Manttari's theory, Nord divided translation into their forms: cultural exchange interaction form, interpersonal interaction form and text processing form.

## **STUDY ON TRANSLATION SKILLS OF TOURISM TRANSLATION**

Translational skill of tourism translation depends on the purpose of tourism translation. The successful guide-translation must there principles of tourist reaction, cultural communication and commercial object. It needs adopt various and flexible skills so as to the function of target language and source culture are equally. Therefore, the key points of tourism translation not only can transmit Chinese characteristic culture but also attract tourists to the spots furthest to commercial value of local tourism product. Functionalist theory pays attention to culture and cultural difference. It provides principles and methods of avoiding culture confliction for tourism translation. Text type theory offers research approach such as language traits, translation aims and translation skills to tourism translation.

### **Lessened Translation**

Lessened translation is to omit those words and keep their meaning which needed in original text but not in translation. The use of English words is elaborating and profound, describes intuitive. We often use specific image to describe deep artistic conception of scenery. If we translate Lianzhu Four Words, gorgeous words and parallelism structure in Chinese literally, the aesthetic perception will be destroyed and can't be accepted by readers. So we should think original text seriously, grasp specific images through gorgeous words and find substantive words.

### **Addition**

Addition is that we add proper words in translation text according to habit of target language when original text can't produce relevant function. It adds relevant parameters information in inter-cultural communicative action and enhances influence so as to make translation closely to appreciate and reading habit of accepters.

To common foreign tourist, they may be confused with Chinese dynasty, reign title and other information. Therefore, we explain translation properly to make original text clearly and avoid puzzling tourists to important information taking source culture and historical background in original text.

#### Annotation

Some cultural words in Chinese have not cultural equivalent in English. Under this circumstance, translation from Chinese to English usually adopt annotation to make up cultural vacancy. It can be used to supply cultural background, word connotation and so on convening readers comprehend.

They are translated into “tossing an embroidered silk ball” and “windmill treading”. Annotation is used in this translation: Tossing an embroidered skill ball is to the sweetheart of choice. Windmill treading summarizes as “sports events” at first to eliminate foreign tourist’s puzzlement, then explain clearly to motivate tourist’s interest.

#### Paraphrase

Paraphrase is to explain the meaning of original text directly and abandon specific image of original text. When translate some words with bright national features, we use translation skills to make it concisely and convey information of original text easily. The key to use paraphrase is to make connotation of original text clearly.

#### Heterozygosis

Heterozygosis uses special expression with reflect different race, ethnic group, ideology, culture and language to translate. Translation used heterozygosis successfully has heterozygosis element both in language and culture level so to connect domestication with foreignization masterly. In the process of tourist translation, we apply cultural substitution to help tourist who speak English overcome cultural barrier and know Chinese culture. For example:

#### Information Reorganizing

Information reorganizing contains three parts in this paper: (1) inversion: means arrange and adjust word order in Chinese-English intertranslation. (2) reorganizing: means adjust sentence and logical order by split and merge. (3) restructuring: means recombine paragraph and chapter to avoid word order and sentence form on the ground of understanding the original text. For example:

In the middle and lower reaches of the Yellow River —the Mother River of China — lies the ancient yet young city — Zhengzhou. Zhengzhou, also known as the “Green City”, is the provincial capital of Henan. Located in in the hinterland with the thoroughfares connecting tenth provinces, south of the Yellow River, and east of Song Shan, it borders the ancient capital of Kaifeng to the east and the ancient capital of Luoyang to the west. Zhengzhou covers a total area of 7,446.2 square kilometers and has a population of 7,436,000. The prefecture-level city of Zhengzhou administers 6 districts, 5 county-level cities and 1 county and 3 state-level development zones.

(The eighteenth youth sports meeting presentation among China, Japan and South Korea, 2009)

Comments: There is significant difference between Chinese and English language order. When translate Chinese text into English text, according to Skopos Theory, we must pay attention to accordance to meet mental habit of target language readers. Therefore, we should translate them into “the Yellow River —the Mother River of China”.

### CONCLUSION

This paper have conclusion based on research result in recent years from the view of Functionalist Theory as follow:

Firstly, according to text type theory, guide-translation belongs to compound type. In the English translation process, guide-translation be handled by following discourse features, syntactic features, chapter features and aesthetic psychology function of target language culture.

Secondly, according to translation action theory, tourist translation is typical cross-cultural communication. Tourist translators need to deal with original language text and make clearly the relation between purpose of translation and coordination of participant.

Finally, according to Skopos Theory, the translation strategy of competitive tourist route in Henan has lessened translation, addition, annotation, paraphrase, heterozygosis and information Reorganizing.

In the future, this paper is still in tentative exploration period on discuss tourist translating human landscape through functional theory. The author should build up integrated theoretical framework and quality evaluation of tourist translation to deepen empirical study and corpus study gradually.

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