

摘 要

随着我国改革开放步伐日益加快，我国与国际经济文化交流合作日益频繁，我国的旅游产业逐渐迈向高质量发展新阶段。旅游外宣成为对外宣传我国旅游文化，促进旅游文化“走出去”的重要途径。每年来海南游玩的游客很多，海南作为中国与世界各国文化交流的桥梁，我们要利用这个机会，让外国旅游者更好地认识海南的旅游文化自然风光和人文情怀。本论文对海南旅游业的对外宣传英译做出探讨。从海南旅游对外宣传翻译的文本入手，对外宣文本翻译的特点和困难进行了分析，并提出了海南对外宣传翻译发展的建议。将通过有关海南旅游宣传翻译文本的词汇句法分析以及文本分析来更好更准确的翻译，并总结了此类旅游文本在翻译时的策略。希望本文能为促进旅游形象旅游文化的传播，激发旅游者前往旅游地区的动机，极大的促进地区经济发展。通过旅游产业的高质量发展，推动我国国际旅游体系的完善提供帮助。

关键词： 翻译文本；翻译策略；海南；旅游外宣

ABSTRACT

With the accelerated pace of reform and opening up, China's economic and cultural exchanges and cooperation with international countries are becoming increasingly frequent, and China's tourism industry is gradually moving towards a new stage of high-quality development. Tourism publicity has become an important way to publicize China's tourism culture and promote the "going out" of tourism culture. Many tourists come to Hainan every year. Hainan, as a bridge of cultural exchanges between China and other countries in the world, should take advantage of this opportunity to let foreign tourists have a better understanding of Hainan's tourism culture, natural scenery and humanistic feelings. This paper discusses the English translation of Hainan tourism propaganda. This paper analyzes the characteristics and difficulties of the translation of Hainan tourism propaganda texts, and puts forward some suggestions on the development of Hainan tourism propaganda translation. This paper aims to achieve better and more accurate translation through the lexical syntactic analysis and text analysis of the translated texts of Hainan tourism publicity, and summarizes the translation strategies of such tourism texts. It is hoped that this paper can promote the spread of tourism image and tourism culture, stimulate the motivation of tourists to travel areas, and greatly promote the development of regional economy. Through the high-quality development of tourism industry, China promotes the perfection of international tourism system to provide help.

Key Words: Translated text; Translation method; Tourism publicity; Hainan

Table of Contents

Chapter One Introduction	1
Chapter Two Translation of Tourism Publicity Texts.....	3
2.1 Characteristics of Tourism Publicity Text Translation.....	3
2.2 Difficulties in Translation of Tourism Publicity Texts.....	4
Chapter Three Translation and Analysis of Hainan Tourism Publicity Texts.....	6
3.1 Translation Difficulties at the Lexical Level and Solving Methods	6
3.1.1 Four-Character Words	6
3.1.1.1 Literal Translation.....	6
3.1.1.2 Omission	7
3.1.2 Terminologies	8
3.1.2.1 Literal Translation.....	8
3.1.2.2 Transliteration.....	8
3.1.3 Culture-Loaded Words	9
3.1.3.1 Cultural Information Compensation	9
3.1.3.2 Domestication and Alienation	10
3.2 Translation Difficulties at the Syntactic Level and Solving Methods	11

3.2.1 General and Difficult Sentence.....	11
3.2.2 Chinese Non-Subject Sentence.....	12
3.2.3 Chinese Passive Sentence	13
3.3 Translation Difficulties at the Text Level and Solving Methods.....	13
3.3.1 Anaphor	13
3.3.2 Omission	14
Chapter Four Suggestions on the Development of Hainan Tourism Publicity.....	16
4.1 The Promotion of Tourism Publicity Level.....	16
4.2 The Cultivation of Tourism Publicity Talents	18
Chapter Five Conclusion.....	21
Bibliography	22
Acknowledgements	23

Chapter One Introduction

China is one of the four ancient civilizations and one of the cradles of world civilization. Our great country has an ancient history, a splendid culture, and natural resources of which it is proud. With the rise of China in the forest of the world, its long history and rich cultural deposits have attracted a large number of overseas tourists to visit.

As a major tourist province in China, Hainan attracts thousands of overseas tourists with its charming tropical coastal scenery, abundant products, pleasant climate and splendid and colorful culture, which greatly promotes the economic development of Hainan. It has received millions of visitors since the policy was implemented. Tourism is the pillar industry of Hainan's economic structure. It is not only a traditional service industry, nor an ordinary tertiary industry, but a comprehensive industry highly related to other industries. However, due to language and cultural differences, overseas tourists cannot understand the tourism culture of Hainan and enjoy the beautiful scenery of Hainan.

In order to let overseas tourists better understand the tourism culture of Hainan, so as to attract more overseas tourists to travel to Hainan, and then promote the prosperity of Hainan tourism. I think we should further study Hainan tourism culture, especially Hainan tourism translation and Hainan publicity translation.

As an important part of external publicity, external publicity translation has communicators, communication channels, communication symbols, audiences and communication effects. It follows the general rules of external communication, so it can be studied from the perspective of communication. Because its communication environment is a foreign cultural field, and the target is foreign readers, it also has cross-cultural properties. Therefore, the mode of communication is different from internal propaganda and has unique language characteristics and communication rules. Error! Reference source not found.The study was not only conducted. The theory is abstract, and the specific problems in the communication practice are explained reasonably, and the corresponding countermeasures are provided. At the same time, it puts forward the stage of external publicity translation according to the international environment of different development stages of Chinese society theory and cultural gravity theory.

At present, most researches on Hainan tourism translation tend to be theoretical. In view of this, this paper carries out the research based on the case analysis. This paper studies the translation of publicity in Hainan tourism industry from three parts: what is the translation of

publicity, the principles of translation of publicity, and the analysis of translated texts, and summarizes the translation strategies of such tourism texts. It contains a large number of translation exploration about Hainan accommodation, famous scenic spots, cultural customs and other information, so this article has certain reference significance for the future translation practice in the field of Hainan tourism. At the same time, it also promotes the spread of tourism image and tourism culture, stimulates the motivation of tourists to go to Hainan, and greatly promotes the development of regional economy. Through the high quality development of tourism industry, it promotes the perfection of international tourism system. Let our culture “go out” and shine in the world.

Chapter Two Translation of Tourism Publicity Texts

In recent years, people have begun to realize the importance of translation of external publicity, especially the translation of external communication which is closely related to social economy, politics, culture, culture and tourism. Translation is purposeful, and the main criteria of translation depend on the target receiver and communicative purpose.

2.1 Characteristics of Tourism Publicity Text Translation

External propaganda text has the following characteristics: the first is extensibility. External publicity materials cover a wide range of fields, including politics, economy, culture, society, history, etc. Therefore, translators should have a rich accumulation of knowledge and keep pace with The Times, because a lot of knowledge will be given new meanings with the changes of The Times. At the same time, the translator should overcome the cultural differences between the two countries according to the expected function of the text and the needs of the target language readers, so as to translate the translated works that can be understood by foreigners.

The second is particularity. There are a lot of political slogans, professional terms and words with Chinese characteristics appearing in foreign propaganda materials. Especially after the reform and opening up, many new things have appeared in China, which are completely unfamiliar to foreigners and have Chinese cultural characteristics. However, it is difficult to find equivalent words for these things in the English dictionary. This brings great difficulty and challenge to the translator's translation.

The third is the Chinese characteristics, in the Chinese propaganda statements often use gorgeous style, four-character idioms, make good use of various rhetorical devices, overlapping words and other skills abound, such as tourist attractions materials, often quote some ancient poetry. In contrast to English, the English style is economical and simple, which requires the translator to learn to reorganize the language and remove clutter.

The fourth is to focus on the target language readers, aiming to introduce China's propaganda materials to foreigners, so the translated works should be based on the linguistic context and culture of the target language. Otherwise, it is difficult for the target language readers to understand the true meaning of the translation, and we cannot achieve the purpose of mutual communication and publicity.

The fifth is to catch the reader's eye quickly. Propaganda materials themselves have the characteristics of simplicity and clarity. In order to let readers quickly understand China after reading the materials and attract their attention, the translation should not be too long and complicated, and the quality of the translation should be guaranteed.

Therefore, on the basis of in-depth understanding of Hainan's local tourism culture. We must also combine green with new environmental tourism, and we must inject new vitality into the current tourism vitality. In order to attract more foreign tourists and make tourists feel more interesting, the language style of the translation must be lively and lively. Authentic four-word phrases, idioms, slang, puns and other language expressions. When translated into English, we must retain the Chinese version, so as to preserve the original artistic conception as much as possible, while bringing more fun to tourists. Therefore, literal translation and free translation should be adopted.

In the process of translation, various translation strategies must be adopted. By the way, the language style of four-character alliteration must be retained in translation, so that the translation has the characteristics of rhythmical harmony and sense, clear hierarchy and vivid image.^{Error!}
Reference source not found. In addition, it is better to keep the features of double sound alliteration in the original text to make the translation more rhythmical and interesting. For the translation of idioms and proverbs, the sentences and paragraphs can be adjusted according to the language habits and historical culture of English-speaking countries. For example, rhetorical devices such as metaphor and metonymy can be used in the translation of idioms and slang. In English-speaking countries, in order to properly replace certain expressions, different metaphors are chosen in translation. For some place names with national characteristics and historical significance in Hainan translation,

transliteration can be adopted, which can better preserve traditional Chinese culture and allow tourists to understand Chinese history more accurately.

2.2 Difficulties in Translation of Tourism Publicity Texts

As a unique concept in our country, although it developed earlier in time, it has not been paid attention to until modern times, so it has always been in the early stage of development. The translation of external publicity is a kind of purposeful translation. In order to achieve the actual effect of external publicity, the translation should conform to the purposiveness principle in the skopos theory. On the premise of purposiveness, the target text must be accepted by the target recipient, consistent with the situation and readable, which requires the translation of external publicity to conform to the principle of coherence. The principle of “three approaches” in translation of external publicity requires the translation to be “close to the reality of China’s development”, which requires the translation to conform to the principle of fidelity. As far as the selection of theories of external publicity translation is concerned, it involves a relatively wide range, including cross-cultural communication, functionalism and skopos theory. However, most of them focus on ethnic minority culture, and the analysis is mostly from a micro perspective, and there are few systematic studies on tourism publicity translation.^{Error! Reference source not found.} The text selection of external publicity translation studies covers a relatively wide range, including news reports, literature and national culture.

Although the concept of propaganda translation is not mentioned in foreign countries, it can be seen from Xuan Zang’s sutras, the information dissemination of Voice of America and the English translation of Chinese literary works by Western translators that Western propaganda translation is in a stage of “actual nameless”. As a special form of translation, external publicity translation has different translation methods from other text types. Based on the above research and analysis, it is concluded that most tourism texts are simply analyzed from the perspective of translation theory, ignoring the relevant theories of “external publicity translation”. Some of the above studies are combined with a specific case, such as western Anhui red tourism, Jinggangshan red tourism; Some are analyzed from the perspective of minority culture; Some are simply about the study of translated texts for external publicity. However, there is a lack of systematic research on the selection of translation theories, translation strategies and translation methods. Moreover, through literature review, there is almost no reference to the translation of Hainan tourism from Chinese to English. Therefore, this paper will analyze the problems existing in the relatively new text of Hainan tourism, focus on cultural differences, translation

centers and translation purposes, and give suggestions on translation strategies and methods at the macro and micro levels.

Chapter Three Translation and Analysis of Hainan Tourism Publicity Texts

3.1 Translation Difficulties at the Lexical Level and Solving Methods

3.1.1 Four-Character Words

Known as the “living fossil” of ancient Chinese characters, the four-character words of Chinese has strong expressiveness and vitality, which adds formal beauty, phonological beauty, and artistic beauty to the travel text. With the features such as concise content, neat structure, harmonious tone and vivid expression effect, the four-character combination, also called as four-character structure, is a broader concept that includes four-character phrases, four-character reduplicated words, four-word proverbs, and all temporarily combined four-character phrases with rhetoric function similar to four-character idioms. According to the viewpoint of skopos theory, the translation of tourism texts shall direct at transmitting information and disseminating culture, and respect target readers’ expression habits.

3.1.1.1 Literal Translation

When translating this travel text, the author found it is difficult to find the English expressions corresponding to some four-character structures in the text. In this case, the author adopted the literal translation and achieved good results. That is to say, to directly transplant the meaning, structure and expression of original language into the target language enables readers to accept and understand better.^{Error! Reference source not found.} This not only faithfully conveys the source text, but also achieves the purpose of transmitting information and spreading culture and promotes the communication and integration

(1): 当北国千里冰封的时候，这里依然暖风和煦，郁郁葱葱。

That is to say, when most of the northern areas are covered with snow, Hainan is still in warm and green.

(2): 清澜镇的海边有一座高隆湾，游客可以在这里露营，这里水清沙白，椰林成带，静谧的夜晚枕着涛声入睡，清晨睁开眼睛便能看到红霞漫天，波光粼粼，美不胜收。

You can camp at Gaolongwan by the sea of Qinglan town where the water and sand are clean and clear and coconut trees are linked into a belt. You can fall asleep at quiet nights

hearing the surf sound and wake up to enjoy brilliant sunrise in the morning. The glistening sea is fantastic.

Analysis: “水清沙白”，“椰带成林” We can translated to a method of literal translation, “water and sand are clean and clear” and “coconut trees are linked into a belt” with this kind of translation, readers can read the text clearly and directly.

(3): 许多鹅卵石经过日积月累的冲刷，大大小小堆积在一起，大如斗小如蛋，在烈阳下熠熠生辉。

These pebbles have been polished by sea water accumulate over a long time. They are piled up together, including some as big as funnels and some as small as eggs, shining brightly under the sunlight.

Analysis: These four-character structures, such as “暖风和煦” “郁郁葱葱” in example 1, and “日积月累” “熠熠生辉” in example 3, were literally translated into “warm and lush”, “The glistening sea is fantastic”, “accumulate over a long time” and “shining brightly”. This not only conveys the meaning of source text, but also complies with the form of the original text without affecting the purpose of information transmission and cultural dissemination.

3.1.1.2 Omission

It is well known that English focuses on simplicity and easy to understand, while Chinese pays attention to euphemism. The use of many four-character structures in Chinese fully reflects this feature of Chinese. In one case, the first two words of the four-character structure are in the same or similar meaning with the last two words; another case is that when the four-word structure is used in conjunction, the meaning is repeated. When translating these four-character structures, the predicates can be partially omitted and simplified, which will not affect readers understanding and acceptance.

(4): 我国最长的海滨椰树廊亭是东郊椰林，从海岸线绵延十五千米，椰姿百态，自然成林。

The Coconut Grove in eastern suburbs is China's longest coastal coconut promenade that lasts for 15km, where coconuts are in various natural postures.

(5): 大桥的四周重峦叠嶂，青山起伏，山间烟雾弥漫，在如此宽广的环境下骑车，游客好像变得渺小起来，但轻松的心情好像风一样飞扬。

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