

Three Dimensions of Transformation in the Translation of Publicity Materials Taking *Hello Chengdu* for Example

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Abstract: As a widely recognized Chinese local translation theory, ecological translation theory has become more and more widely researched in recent years, and its three-dimensional transformation theory is feasible in translation practice. Herein, this paper will review and analyze the publicity-material translation through three-dimensional transformation theory under ecological translation theory, hoping to contribute its own modest efforts to publicity translation in Chengdu.

Keywords: Ecological Translation Theory, 3D Conversion, Chengdu, Publicity Material Translation.

1. Introduction

The publicity translation is directly related to China's national image in the international community, and the construction of a high-quality national image is part of national interests and has important strategic significance for national security and stability. Therefore, the importance of the translation can be seen because language is the first means of communication and one of the country's soft power, and translation and publishing publicity material are inseparable from each other.

Hello Chengdu is a Chinese and English magazine, committed to Chengdu, for Chinese and foreign residents living in Chengdu to introduce Chengdu lifestyle. The magazine was founded in 2008 by the Chengdu Municipal Party Committee Publicity Department, Chengdu Media Group, on the 1st of each month regularly listed. It is the only officially designated Chinese and English publication of Chengdu Municipal Government to foreign (national) official exchanges, and also a city guide showing Chengdu urban development, commerce, culture, tourism and other rich information. The magazine covers city information, culture, life, tourism and business, etc., aiming to help Chinese and foreign residents in Chengdu understand the city better, integrate into local life, and show the international image of Chengdu to the world. The magazine was evaluated by foreign readers in Chengdu as the only bilingual magazine in Chengdu that can be read, and is also the designated foreign language magazine for (national) publicity and communication in Chengdu, and is an important image display material for large-scale international conferences and expositions held in Chengdu, displayed and presented in large-scale exhibitions such as Western Expo, World Expo, G20 Summit, World Aviation Fair, etc., and is also a foreign exchange publication, and is currently the most influential bilingual magazine in western China.

As the official magazine of Chengdu's external publicity, *Hello Chengdu* conveys Chengdu culture with its unique bilingual reading mode, so that Chengdu can be understood by the world and the world can hear the voice of Chengdu. First, because internal propaganda and publicity are not separated, publicity translation has not achieved the desired

effect, for example, in the process of publicity, if too much emphasis is placed on loveism, then the effect may be that the other party will think that it is, nationalist propaganda, that is, some things cannot directly translate internal propaganda things as publicity materials; second, lack of publicity research; Third, the style of writing is not peaceful; Fourth, the translation of characteristic words is difficult to understand, that is, some unique words that we Chinese create. (Xu Mingqiang, 2014)

Therefore, in view of the above major problems in publicity translation, how to better do a good job in publicity translation, this article will combine several major achievements of ecological translation theory to discuss some of the translations of the magazine *Hello Chengdu*, hoping to contribute their own modest efforts to Chengdu publicity translation.

2. Ecological Translation and External Propaganda Translation

Eco-Translatology is a new translation theory proposed by Professor Hu Gengshen, which is developed on the basis of translation adaptation selection theory based on the basic laws of ecology. In 2001, Hu Gengshen read *A Preliminary Study on the Theory of Translation Adaptation Selection*, and since then, the research and discussion of ecological translation has gradually begun in China. In 2013, Wang Mingxin analyzed the relationship between various roles in the language service industry chain from the perspective of ecology, and put forward the customer-centric view of the language service industry. In 2014 and 2021, the development of ecological translation entered a stable period, which also marked the gradual maturity of this theory, both theoretical research and empirical research have a certain scale and paradigm, and the number of papers published in journals every year is also stable between 200~300. Up to now, a total of 4573 academic journals have been published, including 2088 dissertations and 99 conference papers. (Table 1 shows the publication status of papers with ecological translation as the keyword in CNKI)

Table 1.

Ecological translation - the number of articles published on different platforms	
Platform	Numbers
Journals	4573
Academic dissertations	2088
Conference Papers	99

In ecological translation studies, ecology is seen as a worldview and methodology. Translators use ecological rationality to conduct a holistic study of translation from an ecological perspective and explore translation behavior as a whole. The ecological translation theory specifically elaborates on the explanatory function of the Translation Adaptation Selection Theory on translated texts. Firstly, it is about the process of translation and translator adaptation, as well as the alternating cycle of translator selection; The second is the principle of translation, which involves multi-dimensional selective adaptation and adaptive selection; Thirdly, it is the translation method, which is the transformation of the three-dimensional - language dimension, communication dimension, and cultural dimension; The fourth is the evaluation criteria - multidimensional transformation degree, reader feedback, and translator quality. (Hu Gengshen, 2008)

2.1. Publicity Translation and Translation Ecological Environment - Translation Perspective

Translation ecological environment is a broader concept than context, which is based on the use of language as a reference and does not include language itself or language usage. The translation ecological environment is the overall environment for the survival of translators and translations, with an extremely wide range. Under the ecological translation theory, the ecological environment is a large collection composed of the involved text, cultural context, translation community, and spiritual materials. Therefore, the translation ecological environment can be understood as all the conditions that have an impact on the survival and development of the translation subject. The translation subject, in a broad sense, refers to all objects involved in translation activities. The external environment refers to all environments related to translation activities, including natural economic environment, language and cultural environment, social and political environment, etc. (Liu Chuan, 2019).

From the perspective of ecological translation theory, the overall environment faced by external publicity translation is a collection of culture, context, material world, and even spiritual world between two major ecological environments. Therefore, it can be seen that foreign publicity translation is crucial. High quality foreign publicity translations not only convey the correct cultural information and values to foreign tourists, but also play a crucial role in preserving and inheriting Chengdu and even Chinese culture.

2.2. Adaptation Selection and Publicity Translation - Translation Principles

Due to the development of ecological translation studies based on the theory of adaptation and selection in translation, ecological translation studies believe that adaptation and choice are the instincts of translators and the essence of the

translation process. Translators not only need to adapt to the ecological environment, but also implement the selection of translations in the identity of the ecological environment. The purpose of adaptation is to seek survival and effectiveness, the means is to optimize selection, and the principle of selection is survival of the fittest. From a certain perspective, the translation of promotional materials can be described as an alternating cycle of adaptation and selection by translators. An ecological environment is constrained by factors such as language, culture, society, readers, translators, and clients, forming an organic whole. Translators' selective translation of translations is inevitably influenced by these factors. In foreign publicity translation, the so-called survival of the fittest is to some extent both adaptation and selection. It is precisely this selectivity and adaptability that considers factors such as the translator, original text, and translation, allowing translation to obtain a sustainable development prospect and adapt to the biological environment to a great extent. Therefore, in foreign publicity translation, it is necessary to follow the adaptation and selectivity in ecological translation studies, and follow the principle of balance and harmony. Preserving Chinese characteristics and style cannot blindly meet the needs of Western readers, only in this way can Western readers feel the uniqueness of Chinese culture and Chengdu culture, and resonate with them (Han Zhulin, 2015).

2.3. Three Dimensional Transformation and Publicity Translation - Translation Methods

The theory of ecological translation provides a new interpretation of the essence and process of translation, paying more attention to the translator's ability, survival situation, and the translation ecological environment they are in. The three-dimensional transformation proposed from the perspective of ecological translation studies refers to the transformation of language, culture, and communication dimensions. The three-dimensional transformation translation methods and translation evaluation standards it advocates provide a powerful tool for the interpretation and evaluation of translations. The specific transformation process of three-dimensional transformation includes: firstly, language dimension refers to the translator's adaptation and selection of language forms during the translation process. At the same time, this transformation can occur at different stages, levels, and aspects of the translation process; Secondly, the transformation of cultural dimension refers to the transmission and interpretation of bilingual cultural connotations by the translator during the translation process. The translator focuses on the source language culture and the target language culture, that is, the entire cultural system that corresponds to the language, and the differences in its nature and content, in order to avoid the translator from misinterpreting the original text from the perspective of the target language culture; Thirdly, the transformation of communicative dimension refers to the translator's focus on the communicative level and the adaptation and selection of bilingual communicative intention during the translation process. They focus on whether the translation reflects the communicative intention in the original text, which means that the transformation of communicative dimension requires the translator to pay attention to communicative transformation on the basis of setting aside the transformation of linguistic information and the transmission of cultural

connotations.

In foreign publicity translation, it can be said that there will definitely be a three-dimensional transformation involved. Language transformation is the foundation, cultural transformation is the soul, and finally, the transformation of communication dimension is the purpose. The following will be reviewed and analyzed in conjunction with specific language, cultural, and communication issues in the magazine Hello Chengdu.

3. Challenges Faced in Foreign Publicity Translation

3.1. Language dimension conversion problem

Language dimension transformation refers to the translator's need to achieve adaptive selection and transformation of the original language form during the translation process. Any language in the world has similarities, and the characteristics of English and Chinese are different. English is a hypostasis language, while Chinese is a parataxis language. Therefore, there may be significant differences in grammar, phonetics, discourse structure, stylistic style, and other aspects between Chinese and English, which increases the difficulty of translation. However, symbol conversion between these two languages is still feasible. For translators, in their translation practice, it is necessary to have a deep understanding of the genre and language style of the original work. In addition, the selection of English vocabulary is very important in the process of word selection in publicity translation. Firstly, many vocabulary words have polysemy. If one does not realize the potential meaning of the word or misleads readers into understanding other meanings when selecting words, there may be misunderstandings or even misunderstandings in the expression process later on. For example, in the magazine 'Hello Chengdu':

Original text: 而与多数人不同的是, Brian 在成都组建了一支专业的美食小分队, 带领着一批又一批的外国人展开美食之旅, 感受成都人在吃这件事上的富足生活。

Translation: Yes, unlike most others, Brian has organized a professional group of foods in the city, and they have led groups after groups of foreigners on unforgettable journals of industrial delight where participants get to immerse into the copious scrumptious lifestyle of the local.

The rich life in the matter of 'eating' in the original text, 'in the matter of eating', can be understood as delicious and delicious through the context; Therefore, when dealing with it, the translation translates the adverbial 'in eating' into the adjective 'scrumptious'; By querying Webster's online dictionary, it shows that 'scrumptious' has two meanings: first, scrumptious means excel/delightful; Secondly, scrumptious=delicious. When this word indicates that a certain food is delicious, some food nouns are usually used after the word; If the word is followed by something, it translates as 'wonderful, excellent'. Therefore, the use of the above word 'scrumptious' is slightly inappropriate and may make readers find the translation difficult to understand. Therefore, selecting words requires reference to the meaning of the words and their usage in specific contexts, which is a very important part of foreign publicity translation.

It can be said that the transformation of language dimensions requires translators to pay attention to elements such as vocabulary, syntax, rhetoric, and stylistic style in the source language environment, and make certain additions,

deletions, mergers, and modifications to faithfully convey the semantics of the original text, in order to make the best adaptive choice for the language form of the source language ecological environment. Only by understanding the differences in language structure, form, cultural connotations, and mastering conversion techniques and laws can translators smoothly carry out the corresponding language transplantation.

3.2. The Transformation of Cultural Dimensions

The so-called adaptive selection of cultural dimension refers to the need for translators to have cultural awareness during the process of external publicity translation. Translators should recognize that translation involves communication across languages and cultures, pay attention to overcoming obstacles caused by cultural differences, and strive to protect the balance of the cultural ecology of the two languages in order to achieve smooth information exchange. The transformation at the cultural dimension level refers to the transmission and interpretation of cultural connotations between the source language and the target language. There are differences in nature and content between the source language culture and the target language culture, so translators should try their best to avoid misinterpreting the original text from the perspective of the target language culture. For example:

Original text: 即便多次在不同的社交场合见到 Michiel, 即便他总是用暖橙色般的笑容相迎, 依旧可以感受到他身上有一种内敛的自我约束。

Translation: Even though Michel is a family face in many social gatherings, and even though he is always beaming with **a smile as vibrant as the ionic orange of the Dutch football team jersey**, his innate and natural self-restraint can still be observed.

The original text 'Warm Orange Smile' underwent a cultural transformation during translation, without a word to word translation. In a sense, 'Warm Orange Smile' refers to Michel's bright smile, exuding a sense of sunshine and enthusiasm throughout the person. And the translation 'a smile as vibrant as the ionic orange of the Dutch football team jersey' combines the cultural background of the Netherlands, and 'Dutch national football team jersey' refers to the popular sportswear in the Netherlands in the 1970s. Behind the popularity of an orange sportswear is not only the Dutch team's custom of wearing orange sportswear, but also the Netherlands' runner up at the 1974 and 1978 World Cups. Although ranked second, it gives Dutch football players and their fans a huge sense of pride, and the Netherlands is also considered the uncrowned king of the football world, bringing people a lot of positive energy. In such a cultural context, if the translation is completely translated according to the background of the source language, or if 'warm orange like smile' is understood as 'warm and bright smile', then the translation will lose its original cultural color and will not be as vivid.

3.3. The Transformation of Communication Dimension

Communicative dimension transformation refers to the adaptive selection and transformation of translators' attention to bilingual communicative intentions during the translation process. Nida believes that language is used for

communication, translation is communication, and the existence of information is for communication. Therefore, in addition to the adaptive selection and transformation of language and cultural dimensions, translators also need to ensure that the target language readers understand the overall communication intention under the source language ecosystem (Liu, 2017).

Original text: 故事的主人公都曾面临异国恋的难题——远距离、时差、文化差异等等，但他们都凭借一份为爱走天涯的不顾一切，克服了该克服的，然后认定对方就是生命中的唯一，并幸福地在成都生活下去。

Translation: The protagonists of the stories all had faced the difficulties in transnational relationships - the long distance, time zones, cultural differences, but they put everything on the line for their faith in their love. They conquered whatever challenges that had to be conquered, ascertained that the significant-other is truly that significant, and lived happily in Chengdu ever after.

In the translation, in order to achieve the purpose of bilingual communication, the words 'wandering the world' were not translated. Firstly, the use of 'Journey to the End of the World' in the context of the original text is to some extent only used as a degree adverb to modify their 'recklessness'. Therefore, in order to avoid readers' reading obstacles, the translation of 'Journey to the End of the World' does not change the original meaning, but instead expresses the flavor of the original text vividly through 'putting everything on the line', Ensure that readers do not face language barriers when receiving information.

The communicative function of translation is an important means of cross-cultural communication. Chinese carries a large amount of textual information, and cultural loaded words are often used in writing, especially in literary translation. However, if the translator is careless, there may be mistranslations, omissions, and other situations, which can affect the smooth realization of the communicative intention.

4. Conclusion

Foreign publicity translation is an important component of

a city or even a country's ability to communicate and communicate with the outside world. To enhance soft power, enhance external communication capabilities, and better introduce Chengdu to the world, it is necessary to attach great importance to foreign publicity translation work. Eco-translatology is an emerging discipline that interprets translation activities and phenomena from a holistic perspective, and is also a highly distinctive Chinese localized translation theory. Professor Hu Gengshen sets the evaluation standard of ecological translation studies as overall adaptability and selectivity, which refers to the sum of the translator's multi-dimensional adaptation in terms of language, culture, and communication when producing a translation, and then taking into account other translation ecological environmental factors. The relationship between three-dimensional perspective and integrated adaptive selection is subordinate. According to Professor Hu Gengshen, the former refers to a focus on making translations from different perspectives.

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