

Current Situation and Countermeasures of English Translation of International Communication of Traditional Chinese Medicine in Post-epidemic Era

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Abstract: Since the outbreak of COVID-19, traditional Chinese medicine has achieved great success in the global anti-epidemic cause and the construction of human health community, and has gradually become a business card for Chinese traditional Chinese medicine culture to step onto the world stage. In the post-epidemic era, the international communication and exchange of traditional Chinese medicine will become more and more frequent, and English translation of traditional Chinese medicine as the key to its external communication. Accurate English translation of traditional Chinese medicine can not only express the connotation of basic Chinese medicine terms and convey the medical concept of traditional Chinese medicine, but also promote the concept of health preservation of traditional Chinese medicine and carry forward the characteristic therapy of traditional Chinese medicine. Traditional Chinese medicine (TCM) has a remarkable curative effect in every stage of COVID-19 prevention and treatment. In order to let the world see the anti-epidemic effect of TCM, China has formulated a TCM diagnosis and treatment plan for COVID-19 epidemic, and shared the successful experience of TCM anti-epidemic with the world. In order to further analyze the current situation and problems of Chinese medicine translation in international communication in the post-epidemic era, this paper will analyze and study the English version of novel coronavirus Chinese Medicine Treatment Plan (7th Edition for Trial Implementation) (hereinafter referred to as the 7th Edition Plan) from the perspective of language dimension, cultural dimension and communication dimension in the theory of eco-translatology, and propose corresponding solutions to the problems to help the international communication of Chinese medicine.

Keywords: Post-epidemic era, English translation of traditional Chinese medicine, International dissemination of traditional Chinese medicine, Current situation and countermeasures, Seventh Edition Program.

1. Introduction

Chinese medicine culture is the treasure of Chinese culture, among which Chinese medicine contains thousands of years' health-preserving ideas and practical experiences. Since novel coronavirus (COVID-19) swept the world, Chinese medicine has achieved remarkable results in treating COVID-19, and its experience can be used for reference by other countries and regions. At this time, the English translation of Chinese medicine has become a bridge for international communication and exchange of Chinese medicine. In the process of treating COVID-19, one of the characteristics is the combination of Chinese and western medicine, and the combination of Chinese and western medicine. In fact, the biggest difference between traditional Chinese medicine and western medicine is that TCM pays attention to the all round concept. Although the drug effect is slow, the therapeutic effect is good. According to relevant data, 91.5% of the confirmed cases in COVID-19 of China use traditional Chinese medicine. From the clinical diagnosis and treatment effect, the diagnosis and treatment efficiency of traditional Chinese medicine is over 90%. At the same time, to strengthen the spread of traditional Chinese medicine on the world, China has actively participated in the international exchanges and cooperation of YCM in the fight against the epidemic, and held a number of global anti-epidemic expert exchange meetings. In addition, China has published an English version of the TCM diagnosis and treatment plan, and is willing to share the successful experience of TCM in anti-epidemic with other countries. The "Shizhen Cup" global Chinese medicine translation competition was launched to

encourage more capable people to participate in the translation of Chinese medicine and support Chinese medicine to go abroad.

2. Present Situation of English Translation of International Communication of Traditional Chinese Medicine in Post-epidemic era

2.1. Problems in English Translation of International Communication of Traditional Chinese Medicine

Traditional Chinese medicine (TCM) is an esoteric and complicated systematic science, which has its own theoretical system of independent morality, its language is unique and profound, and there are many special words with unique meanings. Traditional Chinese medicine (TCM) often uses some simple words or expressions to express some complicated medical symptoms and medical terminology, such as "epidemic qi", "foolish" and "delirious words" in the Seventh Edition. These words seem to be concise, but in fact they have rich meanings, which will make the language of TCM vague and obscure. If the true meaning is not clear, it is likely to cause mistakes. Besides, it's difficult to find the corresponding words in English vocabulary. Common examples are the Chinese theory of "Yin and Yang" and the theory of "Five Elements". It's difficult to find the corresponding words to express their inner meaning. TCM culture contains profound philosophical thoughts with a long

history. Ancients believed that "qi" is the basic material of the world and the most basic material of the human body. Therefore, many terms in traditional Chinese medicine are related to Qi, such as the words "vitality", "essence" and "true qi" that I saw before. Because I didn't understand the true meaning of these words, energy, vital energy and qi appeared. At present, most of qi is directly transliterated as Qi. For example, huoxiang zhengqi is directly transliterated as Huoxiang Zhengqi in the Seventh Edition Program. In order to avoid readers in other countries from being difficult to understand, we can add notes explaining its efficacy at the back, so that it can be clear at a glance. It can be seen that the translation standards of Chinese medicine terms have not been unified at present, and the translation is bound to be chaotic, which will not only make Chinese readers feel strange, but also make the target language readers feel obscure and confused. To sum up, in the post-epidemic era, the English translation of traditional Chinese medicine has made great progress, but there are still vague, multifarious and lack of uniform standards.

2.2. Difficulties in English Translation of International Communication of Traditional Chinese Medicine

There are two difficulties in English translation of international communication of traditional Chinese medicine, one is language barrier and the other is cultural difference. Language barriers can be solved slowly by more easy-to-understand and annotated methods, but the differences between different cultures need a long process to learn and comprehend. Due to the different historical and cultural backgrounds between the East and the West, it still takes a long process to make the West and the international community understand our Chinese traditional medicine culture. This is not only the difference between traditional Chinese medicine and western medicine, but the result of many historical, cultural and social factors for a long time. For example, in the Seventh Edition, the words "pulse is deep and detailed" and "pulse is floating but rootless" can't be explained by the vocabulary in western medicine because of the cultural differences between the east and the west. Only experienced old Chinese medicine practitioners can understand their meanings. Therefore, we must not blindly translate these words of TCM diseases, so as not to make people laugh and be generous. Although today's traditional Chinese medicine is no longer an ancient prose, there are still many words with oriental cultural characteristics. These words require translators to read more books on traditional Chinese medicine and learn more knowledge about traditional Chinese medicine culture, so that they can be accurate and expressive in translation, further help the traditional Chinese medicine culture to go global, be recognized by western countries and the international community, shine on the world stage, exert its greatest effectiveness and benefit more people.

3. Theoretical Overview

3.1. Ecological Translation Theory

The emergence of eco-translatology shows that the whole society has made progress and deepened the study of translatology. Looking back at the long history of human society development, human society has gradually transitioned from industrial civilization to ecological civilization, from attaching importance to industrial

development to ecological and environmental protection and development. With the United Nations' Declaration on Human Environment, it calls on all mankind to pay attention to the protection of the natural environment. At the same time, China has paid more and more attention to the ecological and natural environment problems, made a series of efforts and issued a series of development strategies. Under this background, more and more social research fields have been applied to the "ecological" dimension, and eco-translatology has emerged as the times require. The emergence and development of eco-translatology witnessed the development of the times and science, which contained the philosophical thoughts of "harmonious coexistence", "harmony between man and nature" and "people-oriented" with far-reaching influence.

Influenced by Darwin's theory of evolution, such as "natural selection" and "survival of the fittest", Professor Gengshen Hu put forward the theory of adaptive selection in translation as the first people. On the basis of this, he constructed and developed eco-translatology, and built a comprehensive and holistic research system from the perspective of ecology, which opened the perspective of translation studies and broadened the vision and prospects of translation studies. Eco-translatology is a comprehensive study of translation by using ecological rationality, and it is an ecological paradigm and research field of "translation is adaptation and choice". This translation theory specifically explains the function of adaptive selection on translation theory to the translated text, which mainly includes four aspects: translation process, translation principles, translation methods and evaluation criteria. This paper mainly studies the English translation of TCM, taking the Seventh Edition Scheme as the research example, to further analyze its English translation characteristics from the perspective of "three-dimensional" transformation of ecological translatology.

3.2. Three Dimensions of Eco-translatology

Eco-translatology holds that translation is the exchange of various languages, cultures and ideas in a certain background, rather than the simple conversion between texts and language codes. Therefore, based on this principle, translation should undergo continuous and selective multi-dimensional transformation, that is, "three-dimensional" transformation, which includes linguistic dimension, cultural dimension and communicative dimension.

Professor Gengshen Hu pointed out that in the procedure of translation, the focus of language dimension down to the language text, mainly in the translator's choice of the appropriate language form according to the current situation, and the converted content includes discourse and sentence structure. This requires the translator not only to keep in mind the linguistic features that the target text should experience, but also to be good at analyzing the differences in expression between Chinese and English languages and their respective characteristics. Therefore, translators should pay attention to the accumulation and application with the bilingual knowledge, improving language expression, and making the translated text more faithful to the original text. Cultural adaptation selection and transformation mainly means that translators should have corresponding cultural concepts during translation, attaching more importance to the cultural meanings covered in the source language, and at the same time to emphasize the transmission and interpretation of the connotation of bilingual culture. The transformation of this

cultural dimension requires translators to attach great importance to the differences between the source culture and the target culture. In translation activities, we should coordinate the dialogue and exchange between Chinese and western cultures to avoid confusion or misunderstanding. The so-called adaptive transformation of communicative dimension mainly refers to paying attention to bilingual communicative intention in the process of translation, which requires the translator not only to transform language information and convey cultural connotation, but also to pay attention to whether the communicative intention of the source language is reflected in the translation. Therefore, in the process of translation, the translator must grasp the creative intention of the source language author and the information to be conveyed, so that the information received by the target readers is consistent with that of the source language readers. Generally speaking, the adaptive transformation of communicative dimension puts forward higher requirements for translators in terms of language dimension and cultural dimension, and is the best maintenance and preservation of the communicative ecology of the source language and the target language.

4. Application of "Three-dimensional" Transformation in "Novel Coronavirus Traditional Chinese Medicine Treatment Plan (Trial 7th Edition)"

"Three-dimensional" transformation mainly refers to the translation adaptation of three dimensions: linguistic dimension, cultural dimension and communicative dimension in the course of translation, and it is also a translation method in the translation adaptation selection theory putting forward by Professor Gengshen Hu. Traditional Chinese medicine (TCM) is a systematic science with solitary characteristics, so the translation of TCM also needs three-level dimensional transformation, because there are many characteristic words in TCM, and all of them have their own unique cultural meanings. If the translator does not carry out the transformation, it will cause difficulties for the target language readers to understand, and at the same time, it is not conducive to the international communication and dissemination of TCM. Most of the TCM parts in the Seventh Edition are clinical manifestations and symptoms, so it is necessary to make clear the true meaning of these words in translation, so as to achieve accuracy, fluency and expressiveness in translation. I will analyze the English translation of Chinese medicine in the Seventh Edition from the perspective of "three-dimensional" transformation.

4.1. Language Dimension Transformation

"Language dimension" means the adaptive transformation at the language level. During the translation, translators make adaptive choices of language forms in different aspects and levels. Chinese and English belong to different language families and groups, so there are huge differences in their own respective language features and styles. Therefore, translators should give full play to their understanding and make appropriate choices in translation, so as to make the translated text conform to the ecological translation environment.

Example: This disease belongs to the category of "epidemic" diseases in traditional Chinese medicine. Because

the disease feels "epidemic" qi, all localities can treat it according to the condition, local climate characteristics and different constitutions, and refer to the following schemes. When it comes to the dosage beyond the pharmacopoeia, it should be used under the guidance of a doctor.

Translation: the covid-19 belongs to plain in TCM with the epidemiology of factor exposure. different regions can refer to the following plans for syndrome differentiation and treatment, according to the disease, local climate characteristics and different constitutions. Preions which exceed maximum dose according to pharmacopoeia should be used under the guidance of a physician.

In the first sentence of this sentence, the word "epidemic" is translated as "plague", which mainly refers to plague, plague and other disasters, which are raging and flooding in a large area. Besides, it can also be translated as "epidemic" or "epidemic" to refer to epidemic diseases and infectious diseases. The "plague" in the second sentence is paraphrased as "factor", which makes the treatment more concise, more in line with the meaning of the sentence, and more fluent and natural. Changing the verb "feeling" into the noun "exposure" conforms to the expression habit of using nouns in English, and makes it easier for target readers to accept it. The third sentence changes the word order, conforms to English expression habits, and reduces the use of verbs.

4.2. Cultural Dimension Transformation

In the theory of eco-translatology, the adaptive transformation of cultural dimension is to break down the barriers of cultural differences, so that readers can understand the meaning of traditional Chinese medicine vocabulary through the translation, and thus receive the same information as the source language readers, so as to adapt to the translation environment. Cultural transformation requires translators to make full preparations before translation, read more Chinese medicine books, and reserve rich cultural knowledge of source language and target language.

Example: Clinical manifestations: fever, fatigue, ache all over, cough, expectoration, chest tightness, anorexia, nausea, vomiting, sticky stool. The tongue is light and fat with teeth marks or reddish, the fur is white, thick, rotten or greasy, and the pulse is moist or slippery.

Clinical Manifestation: Fever, fatigue, generalized body aches, cough, expectation, chest tightness and labored breathing, poor appetite, Nausea, vomiting and sticky stool, pale enlarged tongue with tooth marks or light red tongue and coating which is white, thick, curd-like, and greasy or white and greasy, and soggy of slippery pulse.

In this sentence, there are a large number of words about diseases of traditional Chinese medicine, most of which can understand the superficial meaning, but the word "anorexia" here has never been seen before. Therefore, after consulting, we know that "anorexia" refers to the sluggish reception function of the stomach, also known as "stomachache", that is, the symptoms of indigestion and loss of appetite. Therefore, it is translated as "poor appetite" here, which makes the difficult words instantly simplified, and at the same time conveys the central meaning of the words in the source language, thus achieving the effect of cultural dimension transformation. The word "moist or slippery pulse" in the last sentence refers to the characteristics of the pulse. According to the characteristics of the pulse, Chinese medicine can know the disease, so it is translated as "soggy of slippery pulse".

The slippery pulse here doesn't mean pregnant. After consulting, I learned that there are two kinds of slippery pulse, one is happy pulse, and the other is expectoration.

4.3. Communicative Dimension Transformation

The adaptive transformation of dimension refers to the translator's attention to the adaptive transformation with bilingual communicative intention during the translation, attach the emphasis on the communicative level. Therefore, in order to achieve the purpose of communication, the translator should first accurately understand the source language and the author's intention, so that the translated text can be faithful to the original text at the same time, keep the language style consistent, and conform to the current communication environment as much as possible.

Example: Recommended prescription: raw ephedra 6g, raw gypsum 15g, almond 9g, Notopterygium root 15g, lepidium seed 15g, Rhizoma Osmundae 9g, Pheretima 15g, Xu Changqing 15g and Pogostemon 15g.

Recommended formula: Sheng Ma Huang (Ephedrae Herba) 6g, Sheng Shigao (Gypsum Fibrosum) 15g, Xing Ren (Armenia Caesemen) 9g, Qiang Huo (Notopterygii Rhizoma seu Radix) 15g, Ting Li Zi (Lepidii/Descurainiae Semen) 15g, Guan Zhong (Cyrtomii Rhizoma) 9g, Di Long (Pheretima) 15g, Xu Chang Qing (Cynanchi paniculati Radix) 15g, Huo Xiang (Pogostemonis Herba) 15g.

The prescriptions in the Seventh Edition Program are all based on transliteration followed by English corresponding words, which can meet the needs of readers in different languages, to convey the same meaning as the source language, and to achieve the communicative effect and purpose. This kind of translation not only makes the target readers easy to understand, but also knows a variety of traditional Chinese medicines, which is conducive to the development of Chinese medicine culture and shows our confidence and pride in Chinese medicine culture.

5. Countermeasures for English Translation of International Communication of Traditional Chinese Medicine in Post-epidemic Era

5.1. Strengthen the Study of Chinese Medicine Culture and Cross-cultural Knowledge, and Overcome Cultural Barriers

The profound and complicated philosophical dialectical thought of traditional Chinese medicine and its unique style of ancient prose itself are a kind of difficulty for translators. If translators lack the cultural knowledge of traditional Chinese medicine and can't read classic medical books, it will be difficult to write down when translating, let alone translate accurately. For example, "heart, liver, kidney and viscera" in traditional Chinese medicine is not only the meaning of organs in western medicine, but only the functions of each organ, and the specific context is analyzed concretely. For example, the word "pulse slippery number or moist" in the Seventh Edition is translated as "the pulse is slippery and rapid or soggy". If I don't consult Chinese medicine books, I can't think of the word "shuo" here as "rapid" which means fast pulse. Traditional Chinese medicine (TCM) emphasizes

the overall concept and pays attention to the unity of man and nature. Therefore, as a translator of TCM culture, we must strengthen the study and mastery of TCM professional knowledge. Culture is a key factor in Chinese medicine translation. Therefore, we should not only strengthen the study of Chinese medicine culture, but also the study of cross-cultural knowledge. An excellent Chinese medicine translator must fully understand the cultural background of the east and the west, seek the convergence of the two cultures, and help Chinese medicine culture to spread internationally.

5.2. Set Up A Unified Standard for English Translation of Traditional Chinese Medicine, As the Same to Strengthen the Cultivation of Talents in Translation of Traditional Chinese Medicine

It is very important to establish translation principles and unified standards of traditional Chinese medicine for promoting the international dissemination of traditional Chinese medicine. Standardization and unification of translation standards of traditional Chinese medicine terms will make translators have laws to follow and rules to follow. At the same time, we should improve the construction of Chinese medicine corpus, standardize all kinds of translations of Chinese medicine, keep the characteristics of Chinese medicine culture and convey the meaning of the source language in translation, and adopt different translation methods for different types of texts, so that western readers can more easily accept the spread of Chinese medicine culture and learn more about Chinese medicine culture. Strengthening the cultivation of Chinese medicine translators is an important measure to realize the standardization of Chinese medicine translation, and it is also a help to better spread Chinese medicine culture. It is necessary to speed up the training of bilingual talents who understand Chinese medicine culture and have a high level of translation, improve their translation skills and language communication skills, actively attract leading scholars from Chinese and western medicine circles, establish a professional team of Chinese medicine translators, strengthen the development of Chinese medicine English translation, and speed up the external dissemination of Chinese medicine.

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6. Conclusion

Under the background of this post-epidemic era, it is more urgent to spread Chinese medicine culture to the outside world. Translation is a bridge to communicate and learn from different countries and cultures, and a catalyst to promote international cooperation and exchange. Whether the English translation of Chinese medicine is accurate, expressive and understandable, and whether it is easier for the target readers to understand and accept Chinese medicine culture is the key

link in the international dissemination of Chinese medicine. After careful analysis of the present situation and existing problems in the English translation of Chinese medicine, we should take corresponding countermeasures and strategies to solve the problems, strengthen the international cooperation and exchange of Chinese medicine, further promote the international dissemination of Chinese medicine, and help the vigorous development of Chinese medicine translation.

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