

Translation's Cultural Construction of Library Database Under the Cultural Translation View

Lin Jia¹, Wei Zhao², Yan Jia³

¹Library of Mudanjiang Normal University Library, Mudanjiang, China

²School of Applied English, Mudanjiang Normal University, Mudanjiang, China

³School of Applied English, Mudanjiang Normal University, Mudanjiang, China

Abstract: Library database is an important platform for resource retrieval. With the cultural turn of translation, library database plays a certain auxiliary role in the cultural construction of translation, and the rational construction of translation's cultural database will bring imperceptible effects on the cultural research of translation. This paper, guided by the view of cultural translation, analyzes the auxiliary role of library database in the construction of translation culture, and puts forward some strategies for the construction of translation culture in the library database, so as to enrich translation studies and enhance the cultural confidence of translation students.

Keywords: Library database, Construction of translation culture, Cultural translation.

1. Introduction

Nowadays the abundance of information resources provides great convenience for all kinds of research, and library database is an important field of academic research. Therefore, creating modern and efficient database resources is beneficial to improve the learning efficiency of learners. For students majoring in translation, the bilingual cultural construction of library database can effectively improve their professional quality of translation, and the rational distribution and use of resources in the database has certain guiding significance for the training of students majoring in translation. However, there are still some shortcomings in the use and arrangement of the library database. We should improve the allocation of library database resources for the purpose of cultural construction of translation, and adhere to our own cultural confidence. At the same time, university library can introduce more cultural comparison resources between the source language and the target language, and actively encourage students to use the database for more efficient information collection.

2. The Cultural View of Translation

In the early 1990s, the traditional linguistic translation school was gradually replaced by the cultural school of translation studies, which began to pay attention to various cultural issues, resulting in the cultural view of translation. The cultural translation view puts language in cultural context and adds cultural soul to traditional language character conversion, which leads to paradigm shift in translation studies.

2.1. Cultural Translation View

The traditional view of translation is that translation is a language-based character conversion. Language is a part of culture. It is tasteless to discuss translation language without cultural flavor. With the development of translation studies, researchers have promoted the cultural elements in translation to a prominent position. Susan Bassnett and other scholars took the lead in advocating the cultural attribute of translation studies. In *Translation Studies*, she pointed out that translation

is not only the conversion of symbolic meaning from one language to another language, but also contains "a whole set of extra-linguistic rules", which is an organic part of culture. Therefore, the translator cannot ignore the culture contained in the language when translating. The purpose of translation is cultural exchange and dissemination, which requires the translator to root in two or more different cultures and transform language culturally. For example, the translation of "culture-loaded words" is sufficient to show that cultural translation should precede language translation, and the use of domestication or foreignization strategy should accord to the fact that the target language is closer to the culture of the source language or the target language.

Bassnett also clearly expounded the cultural functional equivalence view, that is, highlighting the cultural function of language— perfecting the original form equivalence of language into the cultural functional equivalence of language. Culture involves all aspects of ideology, which undoubtedly expands the breadth and depth of translation. The translator should first understand the cultural connotation of the source language and the target language, grasp the cultural characteristics of the language symbols, and then realize the cultural equivalence to give full play to the cultural deposits of the language.

2.2. Cultural Turn of Translation

At first, most translation researchers were linguists, who paid more attention to linguistic form and syntactic conversion. From Catford's translation conversion to Newmark's concept of "communicative translation" and "semantic translation", translation studies focused on the issues of linguistic form, semantics and pragmatics throughout the language itself. Later, the functional school of translation clearly emphasizes the communicative purpose of language, which changes the object of translation study from language to speech, and discusses the translator's behavioral purpose. Furthermore, translation studies get rid of the static language analysis and include more and more external language categories, resulting in the polysystem theory and so on. Since the second half of the 20th century, the cultural elements in translation have penetrated through the external

factors of the translated language. Researchers have pushed translation studies into the torrent of culture, society and history, advocating to understand texts from the cultural context and pay attention to the influence of extra-text factors on translation. Bassnett and Lefevere inherited and developed the polysystem theory, deconstructed the definition of translation in the traditional sense, reviewed the division of the binary opposition between the source text and the targeted text, and formally proposed the term "cultural turn" in the collection of Translation, History and Culture edited by them. They believe that translation is a complex text operation process, which involves the selection of text type, the role of translator and patron, the social purpose to be achieved by the text, and the translation strategy adopted according to the reader's acceptance level and the translator's purpose. The "cultural turn" of translation has finally formed the cultural school of translation, which has reshaped translation and made translators pay more attention to bilingual cultural appreciation and national culture.

2.3. Current Situation of Translation's Cultural Construction of Library Database

With the promotion of cultural status in translation, the cultural construction of translation has been integrated into all aspects of research, which is not only reflected in the cultural intervention in translation teaching, but also in the cultural innovation of book resources. For translation students, library database is the second class of translation studies. At present, with the continuous promotion of "cultural confidence", many university libraries in our country have added special areas for traditional culture and special areas for local characteristic culture, thus, bilingual culture in translation is also promoted. In view of the interdisciplinary nature and cultural diversity of translation, the library database has also set up different translation and cultural sections, such as tourism culture translation, social culture translation, folk culture translation, historical culture translation, so as to deeply integrate translation and culture, and constantly expand the new field of translation research. The most Chinese characteristic culture is the translation about the history of Communist Party of China and anti-Japanese war culture, etc. In the process of learning, translators will have a deeper understanding of their own national history, firm political belief, and assume the responsibility of international communication. Secondly, the deep integration of library database and big data science is moving towards a modern and efficient mode. The library database makes use of big data for background analysis, then sets up personalized information service system for readers, which provides scientific book management mode and extensive resource sharing platform for readers. It not only ensures the interdisciplinary nature of translation, but also effectively enhances the cultural penetration of translation. However, the construction of library database also has some shortcomings, such as insufficient paper resources and unreasonable structure, serious waste of electronic resources, unable to fully meet the information needs of readers and so on. Therefore, it requires the school library to be aware of the changes in the demands of teachers and students for database resources, and do a good job in deep research, and build resources according to the actual needs of students, so as to ensure the utilization rate of database resources.

3. The Auxiliary Role of Library Database in the Construction of Translation Culture

Library database construction provides a platform for translation research and creates a good bilingual cultural atmosphere for translation researchers, which is an important part of the construction of translation culture. The construction of translation culture in library database plays a certain supporting role both for translators themselves and translation work.

3.1. Enhance Translators' Cultural Confidence

The library database provides a wide range of encyclopedic knowledge and traditional national cultural works for translation learners, which effectively improves the cultural confidence of translators. Since the 18th CPC National Congress, the CPC Secretary General Xi Jinping has mentioned traditional culture of the Chinese nation for many times, which conveys the firm national culture concept and cultural view. Cultural confidence is the confidence of the vitality of the nation, especially for the foreign language majors.

The ideal translator is the envoy of cultural transmission, and maintaining confidence in yourself is the most basic literacy to our national culture. Only by deeply feeling the charm of Chinese culture and maintaining the love of cultural communication can we shoulder the mission of translators. On the one hand, library database provides scholars with massive cultural book resources, and expands readers' reading channels by combining paper books with electronic resources. Translation scholars are easy to be influenced by national traditional culture. It's helpful to correct translators' thoughts and improve their cultural attainment while understanding encyclopedia knowledge. On the other hand, with the development of network technology, the library database provides a variety of bilingual texts for translators, so that translators can enhance their translation ability and strengthen their recognition of traditional culture. This can also urge translators to consciously compare the characteristics of bilingual culture and explore effective strategies for cultural translation. Translators should grasp the advantages of the library database platform, conscientiously study the sages, absorb the essence of Chinese culture, establish the foundation of cultural confidence, and consciously spread the culture by their own practice.

3.2. Build a Cultural Platform for Translation

The library database provides a platform for the cultural construction of translation and meets the needs of translation learners. With the deepening of translation studies, researchers generally believe that translation is not a simple code-switching, but a cultural and thinking transformation. Different cultures make people form different thinking habits and language styles. Therefore, translators should penetrate both languages and cultures in order to achieve perfect translation.

The data resources of translation culture in the library can be divided into Chinese translation database and foreign literature database. Chinese translation databases are usually comprehensive and practical, including various collections of translation studies, discussions on translation disciplines and methods, and interdisciplinary studies in translation, etc., which are the most commonly used retrieval platforms for

learners. The foreign literature database covers all kinds of foreign research frontiers, provides researchers with a forward-looking academic platform, timely attention to the academic trends, and effectively forms the translation culture of Chinese and foreign integration. In addition, the library database not only provides readers with rich translation research resources, but also includes a large number of Chinese and foreign literary works, which actively promotes communication and thinking collision among readers. Translators are not only media of communication between China and foreign countries, but also the living encyclopedia of culture, who should improve their literacy from diverse cultures. In addition, most library databases have set up Chinese and English web pages, and are inclusive of various academic exchanges at home and abroad. Researchers can collect interested academic lectures or participate in a variety of academic conferences to understand a large amount of academic information. Library database resources integrate translation studies with various characteristic cultures, providing diverse ways for cultural construction and enriching the development of translation studies.

3.3. Promote the Dissemination of Translation Culture

The purpose of translation is the exchange and dissemination of culture. Library database carries the clash of knowledge and ideas, which promotes the cultural dissemination of translation. As for translation itself, the translator is the subject of the translation process and the communication medium of the two cultures. The meanings and contents of the translated works vary from one translator to another. On one hand, due to the influence of social environment, values, living habits and other factors, translators gradually form a relatively fixed way of thinking, behavior characteristics and values, thus it affect the choice of translation language and value. On the other hand, the translator should interpret, evaluate, process and transform the original work, then carefully grasp the cultural connotation of the work, and comprehend the essence of the content of the work. They should taste the ideological spirit of the work, and use accurate language to carry out cultural transmission and reconstruction. Therefore, libraries help translators establish correct values, accumulate solid language foundation, and then achieve the effect of promoting cultural transmission. Based on library database platform, it is a stage to carry knowledge and update knowledge. It's a forum for the evolution of the human mind. Translation culture researchers will publish their research results in the library database, and interested researchers will express their personal opinions, either to support or question. This academic debate is a process of exploring science and pushes translation studies into a deeper development. The library database contains all kinds of ideas, and the translator's thinking is inseparable from the accumulation of culture, so the clash of ideas is the clash of culture, leading the translation field to learn from others.

4. Translation Culture Construction Strategy of Library Database

The cultural construction of translation is not only the inherent demand of the cultural turn of translation studies, but also the inevitable trend of translation studies. Translators are the main body of translation research, and it is the most

important to make good use of library database resources. Therefore, the construction of translation culture as the core and the use of modern technology to establish better quality library database resources can better play its auxiliary role, the construction strategies are as follows:

4.1. Construct the Cultural Context of Translation

The cultural context of translation is the research environment of translators. Only a strong bilingual cultural atmosphere can breed translators' cultural thinking and cultivate their cultural consciousness in translation. Microscopically, the cultural context of translation refers to the context in which linguistic meaning is generated, namely the text itself. From a macro point of view, the cultural context of translation refers to the differences of humanistic thinking in the social background. Therefore, the construction of translation cultural context in the library database can be started from two aspects: the translators themselves and the social environment.

For translators themselves, the library database can make statistical analysis on the background with the help of big data technology, and calculate the borrowing amount of translated books and the searching amount of electronic resources in the same direction, so as to selectively arrange the procurement, development and distribution of resources. At the same time, the library database can strengthen cultural edification, increase foreign language and bilingual cultural readers, enhance the contrast between Chinese and foreign cultures. Based on the social environment, the library database should update the academic frontier and current affairs trend in time, adapt to the trend of cultural needs, and actively integrate into the translation color, playing the role of translation communication. Facing the globalization of culture, library database should strengthen its own cultural recognition, oppose hegemonic culture, and provide a platform for the fusion of heterogeneous culture. To construct the cultural context of translation is to build a cultural platform and strengthen the translator's deep cognition, which also needs the modernization and personalized management of the library database to create a cultural atmosphere of translation.

4.2. Optimize Cultural Resources of Translation

The cultural resources of translation are the unity of translation and culture, including the culture of translation and the translation of culture, which is also the idea advocated by the cultural school of translation. The library database should arrange resources reasonably and optimize the input of translation cultural resources. First of all, the expansion of library database platform may bring about a variety of mixed resources, which makes it difficult for researchers to select books needed by individuals. Therefore, library database platform can play a gatekeeping role, carry out initial gatekeeping and screening of resources, establish a content screening system, strictly control the quality of platform resources, and do not lower the threshold for commercial purposes. The library database can evaluate and select the resources by referring to the amount of references and downloads, and consider whether to introduce them according to the characteristics of its own database. Secondly, the library database should maintain its cultural advancement, introduce new translation ideas in time, and view the development of translation subject from the perspective of globalization. We

should pay attention to the updating and iteration of translation resources, and encourage the flow and regeneration of translation cultural ideas so as to achieve the continuous optimization of translation resources. Finally, the construction of library database is a part of the construction of cultural industry, so its development essence and management system should strictly follow the guiding ideology of the government, selectively maintain the harmony and unity of translation disciplines, and avoid the conflict between the strong culture and the weak culture of translation.

4.3. Develop Cultural Diversity in Translation

The culture of translation is colorful, inclusive, open and advancing with the times. Translation itself is both a process of seeking cultural identity and a way of reserving cultural differences. As the platform of carrying translation culture, library database resources should reasonably develop the translation culture with its own characteristics and develop the diversity of translation culture. For example, we should expand the resources of translation and interdisciplinary fields: cognitive translation combining translation process with psychology, symbolic translation combining translation and semiotics, and ecological translation combining translation and ecological environment. We also can expand the application of translation in different disciplines: news translation, tourism translation, classics translation, scientific and technological translation, medical translation, etc.; And then, we can rich cultural translation construction: red culture translation, historical culture translation, folk culture translation and so on. In addition, translation activities are based on language, and the development of cultural diversity in translation should also start from linguistic and cultural diversity. In order to achieve the harmonious unity of language, translation and culture, library database resources should develop language learning module appropriately, add foreign language acquisition research, cultivate translators' language thinking, strengthen researchers' language foundation, and achieve the harmonious unity of language, translation and culture.

5. Conclusion

Nowadays, with the promotion of cultural globalization, the deepening exchanges between cultures have been significantly enhanced. The contact and collision of

homogeneous or heterogeneous cultures have been significantly increased. Translation is a good way to fill the cultural gap. Under the guidance of the cultural view of translation, the establishment of a scientific and reasonable library database is helpful to assist the cultural construction of translation studies and enhance translators' cultural confidence. Library database should strengthen the application of modern science and technology, and use big data management analysis to form library database digitization. Database managers should strengthen the modern consciousness, respect the cultural equality of translation, emphasize the heterogeneity of national culture, reasonably arrange the allocation of resources, and provide a good auxiliary platform for researchers.

Acknowledgment

1. Heilongjiang Provincial Philosophy and Social Sciences Planning project: Research on cultural confidence and Construction in translation under the Background of "One Belt and One Road" Strategy (19WWE295).
2. Heilongjiang University Library Committee Project: Research on Regional Characteristic Cultural Industry of University Library (2019-059-A).

References

- [1] Bassnett,S.Translation Studies[M].Shanghai: Shanghai Foreign Language Education Press, 2012:20-50.
- [2] Jiju,Xu;Liu,Yang.Susan Bassnett's Translation Theory and Her Translation Contributions[J]. Journal of Kaifeng Vocational College of Culture and Art, 2021,41(03):66-67.
- [3] Ming,Yang.Reflections on Culture and Translation[J]. Yalu River (second half), 2020(18):78-79+89.
- [4] Tongde,Zhang.Reflection on Cultural Construction of Translation[J]. Journal of East China Institute of Technology (Social Science Edition),2017, 36(03):222-225+258.
- [5] Xiaoming,Chen.Cultural Confidence and Construction in Translation in the New Era[J]. Scientific Consult(Science and Technology·Management)
- [6] Zuoming,Liang.Countermeasures of University Library Information Resource Construction under Big Data Environment[J]. Technological innovation and productivity, 2021(04):54-56.