

# **A Constructivist Study of Publicity Translation in the Context of "One Belt and One Road"**

## **-- A Case Study on the Publicity Translation of Zhangzhou Double Happiness Island**

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### **Abstract**

**This paper takes the publicity translation of Zhangzhou Double Happiness Island for example to analyze the problems in its translation. Based on the important background of the construction of "One Belt and One Road" and under the guidance of constructivist translation view, this paper discusses the application strategies of the principle of "three close approaches" in the translation practice of publicity, and puts forward relevant suggestions on the training of translation talents for publicity, in order to arouse the government of Zhangzhou Development Zone to pay attention to the translation work and talent training of Double Happiness Island, and make some contribution to the improvement of the overall domestic translation environment for external publicity.**

### **Keywords**

**Zhangzhou Double Happiness Island; Publicity Translation; Talent Training; Constructivist Translation View.**

## **1. Introduction**

The country's first offshore ecological island - Double Happiness Island, is the first case of operational sea projects approved by the State Council, located in the center of the China Merchants Zhangzhou Economic and Technological Development Zone. It is a key construction project of Fujian Province. As the commercial use of the sea is still strange to most people, the artificial island is not known to many people in China, and fewer people abroad. However, the successful construction of Shenzhen Shekou gives the zone much confidence in developing Double Happiness Island. As the field of Marine economy, and an important fulcrum "area", it makes Chairman Xi speak highly of the island that it's significant to realize the harmonious coexistence with ocean and the ideal pursuit of sustainable development. Gaining favor from domestic and foreign media and investors is the most important driving force for promoting the commercial value of the island, speeding up the process of building the island and effectively developing the island's tourism resources. However, the feeble and negligent translation will, to some extent, block the external publicity work of Double Happiness Island, which is an urgent problem to be solved. Therefore, the author browses, collects and sorts out the publicity materials related to the island, carefully studies the English content of these materials, and tries to find out the deficiencies in the form and content of the publicity translation by combining the constructivist translation view, so as to explore and conclude better handling methods and strategies.

## 2. Constructivist Translation View and Publicity Translation

Constructivist concept of translation based on the communicative rationality, guided by the constructivist thought, speech act theory, think the translation activity belongs to the category of the human communication practice, and uses the language to do communication, to interchange information, transfer knowledge, and realize cultural exchanges, which must obey the constructive rule and coordinating rule of the language at the same time. From the angle of the traditional translation standard "faithfulness, expressiveness and elegance", there are three important new standards for constructivist translation view to measure whether it is the qualified translation work; that is, not contrary to the objectivity of knowledge, the rationality of understanding and the universal validity of interpretation, and conforming to the directionality of the original text. Because according to the theory, the meaning of the text does not exist in isolation, and is not constant. It is not only the author's idea, but can be understood and explained over time in the long history.

According to the constructivist translation view, first of all, publicity translation should not violate the objectivity of knowledge, which requires the translator to be familiar with the historical and cultural background of China, carefully analyze and deeply understand the original text, correctly transmit the semantics, and use a more accurate language structure. Secondly, publicity translation should follow the rationality of understanding and the universal validity of interpretation. The translator should understand the thinking mode and habits of readers in the target-language country, select the corresponding translation strategies, and appropriately adjust the translation to meet the reading preferences and aesthetic level of foreign readers. Finally, publicity translation must conform to the orientation of the original text, reproduce the original text to the greatest extent, attach importance to the text, and realize its communicative functions and expected goals. On the basis of the text, the translators should select the readers in the target-language countries agree and accept, combine the situation of China with the cognitive status of China abroad, make necessary adjustment to the form of content and ideas of the original text, and to a certain extent conforms to the target language culture, so as to complete the accurate and unambiguous translation, build a bridge between China and foreign countries, and better promote the image and culture of China.

At present, there are still many problems in publicity translation in China, which need to be solved and improved, such as language mistakes, stiff language, Chinese sentence patterns, and poor expression of cultural corresponding vacancy. Take publicity translation of Zhangzhou Double Happiness Island as an example to analyze the concrete problems existing in the translation and the reasons, under the important background of "One Belt and One Road" and the guidance of constructivist translation view, this paper discusses the using strategies of "three close principles" in translating practice, and puts forward the relevant suggestions on cultivating translation talents, in order to arouse the government of Zhangzhou Development Zone to pay attention to the translation work and talent training of Double Happiness Island, and make some contribution to the improvement of the overall domestic translation environment for external publicity.

## 3. Publicity Translation of Zhangzhou Double Happiness Island

Chairman Xi Jinping, hopes to establish a sharing platform for the international economic cooperation, creates an open, inclusive, balanced and win-win new globalization, committed to promoting regional economic development, to set up the open multilateral trading system, build mutual understanding, mutual respect, and mutual appreciation of humanistic landscape. In such a background, the output of the Chinese culture and ideology is particularly important and urgent, and then more and more various kinds of materials need to be translated into foreign languages. If anyone has a place to communicate with foreigners in all walks of life, all

need publicity translation, such as the government's work information, foreign export products packaging, scenic spot's introduction, hotel signs, and so on. Publicity translation, namely, the various kinds of information about China's outward transfer in different languages, through newspapers, magazines, books, radio, television, network, meetings, BBS and various channels of foreign publishing and dissemination. It is a national level of foreign exchange and the concrete embodiment of humanistic environment construction. If there is an error or any shortage, it will be amplified and even affect the process of communication and opportunities for cooperation between China and the rest of the world. [1] Therefore, translation for external publicity should not only follow the standard of "faithfulness, expressiveness and elegance", but also apply the "three close principles" under the guidance of constructivist translation view -- close to the actual development of China, close to the needs of foreign audiences for Chinese information, and close to the thinking habits of foreign audiences.

However, by browsing the website of the Double Happiness Island and poring over the translation, I found some language mistakes that I should not have made. On the one hand, due to excessive ellipsis of the source-language semantics, there is a leakage of translation. For example, "Municipal Support" is only treated as "Support". Even if the title of the menu bar is supposed to be concise and clear, the translation of such asymmetric information is really confusing. After all, "municipal supporting facilities" also reflect the actual development of the local area and the support of the government to some extent, which cannot be deleted at will. On the other hand, there are mistakes in English grammar by retaining Chinese word order too rigidly. For example, "green low carbon life" should be changed into "green and low carbon life". For another example, "Double Happiness Island planning function structure planning as follows:" should be rendered to be "Function and structure planning of Double Happiness Island is as follows". The translator should fully understand the original Chinese text and grasp the structural features of the English sentence. Also, very unfortunately, commercial is too thick. Compared with scientific and technological style and literary style, tourism English style has its particularity and should show the unique cultural connotation and interest of scenic spots. [2] Except artificial island stunt, the development projects of the island tourism are of not too big difference from those of other island, not to show the amorous feature and minnan folk culture as well as the local custom of Zhangzhou to people of China and the world. As a result, it fails to reflect culture-related characteristics to draw the tourists' attention.

To sum up, there are a lot of problems to be solved in the publicity translation of the Double Happiness Island. The only official website has so many translation errors, which to a certain extent affects the foreign audience's understanding of the island and the cognition of the Chinese national image, and a lot of Chinese style to express in English can't be close to the English language rules and thinking habit, which makes it difficult to form the good first impression. In the long run, the lack of interest in in-depth understanding is not conducive to the development of the island to be an international one. After communicating, the English version of the website has been removed. We hope that the modified translation can meet the standards for publicity translation and realize the function of helping the public display, communication and exchange of the island.

#### 4. Suggestions for Training Publicity Translation Talents

In order to cultivate excellent talents competent for the translation of external publicity and provide better services for the foreign exchange and cooperation of Zhangzhou Double Happiness Island, the author has the following three suggestions. First of all, strengthen the cooperation between the government and universities to cultivate talents. Attach great importance to the service of colleges and universities for local areas, and strengthen the contact between government and the local colleges and universities, such as pre-service training,

community service, assistant work, internship, research and learning activities to name just a few, and in a timely manner understand the needs of the government on translation talents types, and through some translation project cooperation, constantly adjust the cultivation direction and goals of translation talents. Secondly, attach great importance to industry-university-research collaborative education to meet the market demand. Under the guidance of the Higher Education Department of the Ministry of Education, we will invite more qualified enterprises to sign school-enterprise cooperation agreements with universities, take the market as the guidance, connect with market resources, carry out industry-university cooperation and collaborative education projects, cooperate closely with universities, support universities to cultivate applied and composite translation talents, and meet the market demand. Finally, we offer diversified translation courses and emphasize knowledge innovation. When cultivating translation talents, universities should first analyze and understand the economic and social needs of the region, to provide a reference basis for the setting of translation courses. [3] Double Happiness Island is in the south of Fujian province. Southern Fujian folk culture has a very strong historical background and cultural characteristics, and Hokkien pronunciation is extremely special. If the tourism product development and external publicity could convey authentic Minnan feelings, more folk culture will go out, the cultural confidence will be more built and it is more helpful to the development of the local tourism economy. The college of foreign languages institute in Minnan region, therefore, besides some tourist translation training courses, should also open translation training courses on Minnan language and culture, let more translation talents have special knowledge of tourism industry terms, and translation skills, at the same time, have a better understanding on local language and culture, avoid errors in publicity translation, and enhance the effect of external publicity and communication efficiency.

## 5. Conclusion

The translation of the scenic spots in Double Happiness Island has strong practicality and certain particularity. The translator should take into consideration foreign readers' way of thinking, culture background and aesthetic interest, under the guidance of constructivist translation view, practice the "three approaching principles", to accomplish appropriate translation of the original language and text, enhance the readability of the translated language and text among the audience, achieve the purpose of publicity and communication, reflect the translator's re-creation value, and then play the role of the official publicity of the tourist attraction of Double Happiness Island, to attract foreign tourists and investors, and further promote the development of China's tourism industry.

In addition, governments at all levels and relevant departments, such as China Merchants Zhangzhou Economic and Technological Development Zone and its propaganda department responsible for developing the Double Happiness Island, should pay enough attention to publicity translation and offer policy and financing support, vigorously develop translation talents, unify industry term, determine the standard of success for the translation, and minimize the possibility of mis-translation and the resulting diplomatic jokes.

At the same time, the translators themselves also have to improve their professional skills and knowledge, and need be faithful to the original text, with not too much free play. After all, translation is not equal to creation. It cannot be ignored in the translation that the faithfulness and coherence should depend on the purpose of the original text.

With the improvement of China's comprehensive strength, the demand for foreign exchange and cooperation is increasing, and the establishment of national image is more and more inseparable from the effective translation of external publicity. The research scope of this paper is not comprehensive, and these strategies may not be applicable to all translation practices of

external publicity. The translation audience is multifaceted, and translation purpose is dynamic, so the translator can flexibly use different translation strategies according to the need and actual situation in the process of translation. Therefore, the purpose of this paper is to provide translators a research perspective to analyze publicity translation, in order to attract the attention of all parties to this field, and further promote the improvement of the overall domestic translation environment.

## References

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