

Corpus-based Translation Study of Cultural Heritage International Publicity--A Case Study of Zuojiang Huashan Rock Art

Zhenying Li, Liran Lei*

School of Foreign Languages, Research Center for Luoyue Culture Translation Studies, Guangxi Normal University for Nationalities, Chongzuo, China

Email address:

2951037001@qq.com (Zhenying Li), 1695701407@qq.com (Liran Lei)

*Corresponding author

To cite this article:

Zhenying Li, Liran Lei. Corpus-based Translation Study of Cultural Heritage International Publicity--A Case Study of Zuojiang Huashan Rock Art. *International Journal of Applied Linguistics and Translation*. Vol. 8, No. 1, 2022, pp. 10-19. doi: 10.11648/j.ijalt.20220801.12

Received: December 8, 2021; **Accepted:** December 20, 2021; **Published:** January 24, 2022

Abstract: With the deepening development of economic globalization, countries all over the world pay more and more attention to the translation of cultural heritage publicity. In foreign communication, publicity translation plays an important role, and Chinese-English translation is also an indispensable means. Therefore, this paper studies takes Huashan Rock Art as the research object, and adopts methods of literature analysis and corpus-based research to realize the publicity translation of cultural heritage application texts. Based on the comparative analysis of Chinese-English translation, it is suggested to strengthen government management, give play to the leading role of the government, attach importance to the training of high-level translation talents, improve the quality of translation, and promote the development of translation research for cultural publicity. There is outstanding significance and universal value of Huashan Rock Art. To protect Huashan Rock Art is to preserve the rich diversity of world cultures and protect our spiritual home. Applying for world cultural heritage is an important way for Huashan Rock Art from ornamental value to research value and then to wealth value enhancement. The study on the translation of Huashan Rock Paintings is of strategic importance to the cultural development of Guangxi. This study provides some reference for the foreign publicity translation of other cultural landscape heritages, therefore it is beneficial to promote the development of corpus translation. Through the translation of Zuojiang Huashan Rock Art application text, it provides a certain direction for the publicity translation of other cultural landscape heritage and it can promote the study of translation commonness. The publicity translation of Zuojiang Huashan Rock Art application text will bring abundant information to the world people and they may know about Zuojiang Huashan Rock Art, Luoyue culture and Chinese culture. Meanwhile, it can better promote the development of cultural tourism industry of Guangxi, even that of China. In addition, the communication and cooperation between China and other countries in the world will be promoted through foreign cultural exchanges, and it is a best approach to promote the development of friendly relations between China and foreign countries.

Keywords: Corpus, Cultural Landscape Heritage, International Publicity Translation, Huashan Rock Art, World Heritage Application

1. Introduction

This part will introduce the background, significance and translation project structure of this study.

1.1. Background Information of the Study

In the past 30 years, the research object of corpus has developed from a single Chinese corpus to a multilingual

parallel corpus, and the research contents have been expanded from linguistics-oriented research to knowledge mining and knowledge discovery in various fields. With the rapid development of computer technology, corpus-based linguistic research has achieved fruitful results, and the scope of application of corpora has become increasingly widespread, playing an increasingly important role in linguistic research and natural language processing. It is

mainly reflected in the establishment and use of various large-scale translation corpora, such as *An Introduction to Corpus Translation Studies* [1], and the publication of a large number of research papers in academic journals. In summary, corpus-based related research has brought a huge impact on the field of translation research, and it becomes a new trend and development direction of research in this field. Meanwhile, it also provides a new perspective for the translation research of cultural landscape heritage. However, there are relatively few corpora specializing in the translation of cultural heritage, and relatively few studies on the translation of cultural heritage based on corpus.

Zuojiang Huashan Rock Art is distributed on cliffs of more than 200 kilometers on both sides of Zuojiang River and its tributaries in Chongzuo City, Guangxi. The world heritage is divided into three categories: world cultural heritage, world cultural and natural heritage and world natural heritage. As of July 2021, China has 56 world cultural and natural heritages listed in *the World Cultural Heritage*, including 38 world cultural heritages, 4 world cultural and natural heritages and 14 world natural heritages. In 2016, Zuojiang Huashan Rock Art cultural landscape became a world cultural heritage. Zuojiang Huashan Rock Art has become China's 49th World Heritage and the fifth world cultural landscape heritage. However, the translation of cultural heritage publicity is still in its infancy. The data from 1984 to 2021 are only 365 with the keyword "cultural heritage translation" searched in CNKI Net, of which about 60% are on the translation of intangible cultural heritage, while few are on the keyword "cultural landscape heritage translation". The resolution on "the role of professional translation in realizing the interconnection of countries and promoting peace, understanding and development" proposes that language is a means of commonness and characteristics, reflecting the idea that a united world is becoming powerful because of its diversity. The International Union of Translators has decided that the theme of International Translation Day in 2018 was "Translation: Promoting Cultural Heritage in Changing Times", aiming at exploring the importance of protecting cultural heritage in the changing times and promoting the role of translation in the protection of cultural heritage.

Overall, the importance of cultural heritage protection and publicity translation is increasing day by day. However, there are few researches and achievements on the translation of cultural landscape heritage in China, especially on the translation of cultural landscape heritage based on corpus.

1.2. Significance of the Study

- (1) The study of cultural landscape heritage application texts based on corpus promotes the development of corpus translation in a certain sense.

This thesis is a research on the translation of Huashan Rock Art in Zuojiang, a world heritage. By using corpus to translate cultural landscape heritage texts and computer statistical software, through inductive analysis, the translation

of Huashan Rock Art is finally realized. This study provides some reference for the foreign publicity translation of other cultural landscape heritages, thus promoting the development of corpus translation.

- (2) To a certain extent, it promotes the development of translation commonness research through case study.

Since Mona Baker proposed the hypothesis of translation commonality or universality, translation scholars at home and abroad have begun to use parallel corpora and comparable corpora to verify the existence of translation commonality. At present, some achievements have been made in the study of translation commonness. Based on the previous experience, through the translation of Zuojiang Huashan Rock Art application text, it provides a certain direction for the publicity translation of other cultural landscape heritage, thus promoting the study of translation commonness.

- (3) Through the translation study of the application text examples, it is beneficial to promote the spread and development of culture.

Through the protection of Huashan Rock Art cultural heritage, it shows the characteristic scenery of Guangxi and enhances the confidence of national culture. The publicity translation of Zuojiang Huashan Rock Art application text will let more people know about Zuojiang Huashan Rock Art and Luoyue culture, and let the world know Chinese culture. Furthermore, through foreign cultural exchanges, the communication and cooperation between China and other countries in the world have been promoted, thus promoting the development of friendly relations between China and foreign countries.

1.3. The Structure of Translation Study

The structure of this translation study is as follows:

The first part is the introduction, which introduces the background, purpose, significance and the overall structure of the translation project.

The second part is the dynamic analysis of domestic and foreign research and the introduction of translation materials. The source, content and language features of the materials are analyzed.

The third part is the analysis of translation theories, methods and examples, which mainly introduces the theoretical basis and specific translation methods in the process of translation practice.

The fourth part presents the problems and countermeasures in the translation of cultural heritage publicity.

The fifth part is the summary, which introduces authors' experience, inspiration and problems to be solved.

2. Literature Review and Introduction of Application Text

This part will introduce the dynamic analysis of domestic and foreign research and the introduction of application text of Huashan Rock Art.

2.1. Analysis of Domestic and Foreign Research Trends

In the past 30 years, some progress has been made in the translation of foreign publicity in China. Based on the key words of Chinese “international publicity translation” in CNKI Net, the literature inquired from 1990 to 2021, there were 3019 literature. From different perspectives, different strategies are used to analyze the research. Although some achievements have been made in the study of international publicity translation in China, many problems have been exposed. Lu Xiaojun [2] pointed out that in the practical research of international publicity translation, it is too rigidly specific skills, lack of organization, integrity and systematism, and lack of universality and effectiveness. In the aspect of publicity translation theory research, although many translation theories have been borrowed, the theoretical discussion is not systematic and in-depth, and the entry point is narrow. There is no breakthrough in the relevant theoretical research, let alone the formation of a more systematic theoretical system. Therefore, both macro translation theory and micro translation strategy need solid, effective and even breakthrough research in order to build a comprehensive theoretical system, distinctive personality and outstanding achievements in practical research.

This paper is a corpus-based translation study of cultural heritage publicity. In the study of corpus translation, after Baker [3] proposed to use corpus to explore the original ideas of translation process (that is, through corpus technology, tracing and analyzing multiple intermediate translations in the process of translation production, and deriving the translation process), Schmied [4] studied the translation equivalence of specific words and structures. The paper has opened up the empirical study of “database + cognitive theory interpretation”, and emphasized on the feasibility and operability of such research. In the following ten years, such “process orientation” research has been in a “silent period”. Some scholars in translation cognition [5, 6] pay attention to the application of corpus in the study of translation cognitive process, which promotes the new development of cognitive process research.

Corpus resources have also been greatly developed. Huang Shuiqing and Wang Dongbo [7] mentioned that there are many corpora in China at present as follows: The common monolingual corpora in china are BCC corpus (<http://bcc.blu.edu.cn/>), Modern Chinese corpus of the State Language Commission (<http://www.cncorpus.org/>) and Center for Chinese Linguistics PKU (http://ccl.pku.edu.cn:8080/ccl_corpus/), etc.

The commonly used corpora abroad are as follows: Corpus of Contemporary American English (COCA) (<https://www.english-corpora.org/coca/>), a collection of English corpora (<http://corpus.leeds.ac.uk/protected/query.html>), Search the BNC for concordances (<http://phrasesinenglish.org/searchBNC.html>) and CQPweb at Lancaster (<https://cqpweb.lancs.ac.uk/>), etc. Gandin [8] introduces the Translational Tourism English Corpus on

Translating the Language of Tourism.

The Chinese English parallel corpora are as follows [9]: Tmxmall (<https://www.tmxmall.com/>), MyMemory (<https://mymemory.translated.net/>) and Linguee (<https://cn.linguee.com/>), etc.

There is also some progress in the study of tourism texts. From the perspective of functional translation, Gao Min [10] discusses the problems of tourism translation, and demonstrates the importance of the two principles of “tourist centered” and “dissemination of Chinese culture oriented”. Xiong Bing [11] describes cultural factors in tourism translation from different perspectives. From the perspective of translation strategies, Deng Yingfeng [12] analyzes the specific translation strategies. According to the characteristics of the text and the differences and habits of Chinese English translation, many scholars have put forward their own opinions. Chen Xin and Xiao Gengsheng [13] mention that the English introduction of scenic spots on Chinese tourism websites lacks diversity and richness in terms of vocabulary. In addition, many experts’ research works and theses are as following, Publicity Translation, Translation Criticism and Strategy, Problems and Countermeasures in English Translation of Chinese Regional Culture [14-20].

The data from 1984 to 2021 are only 365 with the keyword “cultural heritage translation” searched in CNKI Net, of which about 60% are on the translation of intangible cultural heritage, while few are on the keyword “cultural landscape heritage translation”.

As for corpus-based international publicity translation, Li Jiachun [21] points out that the integration of corpus into international publicity translation research will lead to changes in research paradigm and research methods. Compared with foreign parallel texts, we can evaluate the effect of Chinese city publicity more objectively, and put forward a translation and writing mode of publicity based on parallel texts. However, there are relatively few corpora dedicated to the translation of cultural heritage international publicity.

On the whole, the protection of cultural heritage and the importance of translation for international publicity are increasing. However, the translation research of cultural landscape heritage in our country, especially the corpus-based translation of cultural landscape heritage, is still lacking. Therefore, it needs to be further deepened.

2.2. Introduction of the Application Text

On July 15, 2016, at the 40th session of UNESCO World Heritage Committee held in Istanbul, Turkey, China's nominated project “Zuojiang Huashan Rock Art Cultural Landscape” was selected into the World Heritage List and became the 49th World Heritage in China.

By consulting literature, all kinds of materials, and using the Internet, the basic process of Huashan rock painting’s application for the legacy is found out through China Natural Heritage Network (<https://www.travelxj.cn/NaturalHeritage/>) and United Nations Science and Technology Network

(<http://whc.unesco.org/fr/35/>).

Huashan Rock Art was officially applied for the world heritage in 2003, and the cultural landscape of Zuojiang Huashan Rock Art was finally listed in World Cultural Heritage in 2016.

The translated text of this study is selected from the publicity film of Zuojiang Huashan Rock Art cultural landscape application for world heritage. It is a part of the materials for World Heritage application.

2.3. Text Analysis

(1) Text Type

Peter Newmark is a famous practical theorist in contemporary England, who has been engaged in the practice and teaching of translation for a long time. Newmark divides text types into three categories: expressive text, informative text and vocative text. Expressive texts often use rhetorical devices such as personification, exaggeration and metaphor, as well as some words and sentence patterns with personal marks to show the authors' attitude, emotion and value orientation, which mainly include novels, essays and autobiographies. Informative text refers to the text that is mainly used to convey information and reflect objective facts, and the language is generally impersonal. It mainly includes: teaching materials, academic works, meeting minutes, etc. The vocative text emphasizes the reader as the center, and urges the readers to feel, think and act according to the authors' intention, mainly including: advertisement, instruction, etc.

There are the following differences and features between tourism texts and English source texts: Firstly, the English translation of tourism texts is very close to the English source texts, but the former is slightly lower than the latter, but there is no obvious difference. Secondly, compared with the English source text of tourism texts, the English translation of tourism texts is not rich in vocabulary changes, and the vocabulary repetition rate is high. Besides, compared with the English source text of the tourism text, the English translation of the tourism text has a slightly lower vocabulary density and a slightly lower amount of information. What's more, compared with the English source text of the tourism text, the usage ratio of the first person and the second person pronouns in the English translation of the tourism text is obviously lower.

The main purpose of the application text is to transmit the information about the declaration point to the UNESCO World Heritage Committee, and its information function is dominant, so the application text of Huashan Rock Art belongs to information type text. However, very few texts only belong to a certain functional type, which means that few texts belong to purely expressive, informative or vocative text types. The text of the application for the World Heritage should not only convey information, but also attract readers' attention and get their recognition, which needs to play the function of expression and vocative. Therefore, communicative translation should be the main method in the translation process, supplemented by semantic translation.

(2) Language Features

According to the authors' summary, the language features of "Zuojiang Huashan Rock Art Cultural Landscape Application Series Texts" are as follows:

First, at the lexical level, there are a large number of proper nouns, four characters and culture-loaded words, such as the place names "宁明县", "花山" and "骆越"; Four words such as "春意盎然" and "山水相依"; Culture-loaded words such as "珍崇狗俗" and "蹲式人形".

Second, at the syntactic level, there are many long and difficult sentences and non-subject sentences in the text of Huashan Rock Art.

3. Analysis of Translation Theories, Methods and Translation Examples

This part focuses on translation theories, methods and case studies. In other words, based on corpus research and relevant translation theories and methods, this paper makes a case study of Huashan Rock Art.

3.1. Corpus Research Method

The corpus is the basic resource for corpus linguistics research and the main resource for empirical language research methods. It is used in lexicography, language teaching, traditional language research, and statistical or case-based research in natural language processing. The corpus stores the language materials that actually appear when the language is actually used. Corpus is the basic resource for bearing language knowledge, but it is not equal to language knowledge. The real corpus needs to be analyzed and processed before it can become a useful resource.

Corpus translology is a translation phenomenon or activity studied by means of corpus. In the research of translation studies based on corpus, people use corpus and adopt the methods and tools of corpus linguistics to study translation, and make appropriate adjustments to these methods and tools when necessary. In this sense, corpus translology is not a translation theory, but a brand-new translation research methodology, namely corpus research method.

Based on the theories of translology, functional linguistics, pragmatics and critical discourse analysis, we can analyze the internal causes of the formation of translation norms from the perspectives of translation nature, translation direction, stylistic features, differences between source language and target language, translator's subjectivity, social and cultural context and ideology. In order to realize the expected function and translation purpose of this study, in the process of dealing with the original translation, a detailed analysis from the reader's point of view on the basis of comparative analysis of corpus statistics is made, and the strategy of combining semantic translation with communicative translation, the translation strategy of foreignization and domestication, and relevant translation methods to translate Huashan Rock Art application text are adopted.

3.2. Analysis of Translation Methods and Examples

3.2.1. Translation Method

Publicity translation is an application-oriented translation with clear purpose. “Explain China to the world, express China’s viewpoint, spread Chinese culture and establish a good image of China, which is the fundamental purpose of our foreign publicity and translation in the new period. The starting point and destination of the translator of publicity are to realize the expected text function of the target text. In other words, the purpose of translation is to make the translation adapt to the communicative environment of the target language and the needs of the target readers, and to decide their own translation strategies according to the expected functions of the translation. Translators can adopt effective translation strategies, such as translation strategies, pragmatic equivalence strategies, simultaneous translation and interpretation strategies, parallel text comparative analysis strategies and semantic structure fluctuation strategies. Specifically, the publicity translator can extract the information that he thinks conforms to the communicative function of the target text from the original text, and add, delete, supplement, change, etc.” [2]

The function of translation materials for tourism international publicity is to let foreign tourists get information and understand related cultures. Therefore, literal translation, transliteration, additional translation, reduction translation and other methods can be used in translation to improve the readability of the translated text, thus achieving cross-language and cross-cultural practical effects. In the process of tourism text translation, translators should follow the principle of focusing on the target language readers and taking the transmission of Chinese culture as their duty, and adopt flexible translation strategies.

When editing or translating tourism texts into English, translators should refer to the original texts on the tourism websites of Britain and America, and when necessary, invite foreign experts who speak English as their native language to

strictly control the language, so as to generate or translate tourism texts that are concise, bright, easy and interactive, and increase the acceptability of the translations, so as to achieve the purpose of cross-cultural communication of tourism resources.

In the process of translating the application text of Huashan Rock Art, the corpus data are compared and analyzed and the translation strategy of communicative translation is adopted, and semantic translation and the translation methods of transliteration, literal translation, free translation and addition are supplemented.

3.2.2. Case Analysis of Huashan Rock Art

(1) Vocabulary Translation

Case 1:

Original text: 更为神奇的是，这里分布着沿岸壮族世代代传承的文化遗迹——花山。花山，壮语叫做“邕莱”，意思是“有画的山”。

Target text (Draft): What’s more, Huashan, a historical remains handed down from generation to generation by the Zhuang people along the coast, is distributed here. Huashan is called “Balai” in Zhuang language, which means “mountain with painting”.

Target text (Revision): What’s even more amazing is that Huashan, a cultural relic inherited from generation to generation by Zhuang people along the coast, is distributed here. Huashan, called “Balai” in Zhuang language, means “a mountain with paintings”.

In Case 1, the English expressions of the word “遗迹” in the dictionary include “historical remains” and “relic”. “Historical remains” (Figure 1) and “relic” (Figure 2) are used to query in NOW Corpus respectively. From the following figure, we can see that “relic” is used more often. The comparative analysis of data based on corpus, combined with the translation methods of transliteration, literal translation, can convey complete and accurate information to readers, thus realizing the communicative function of language.

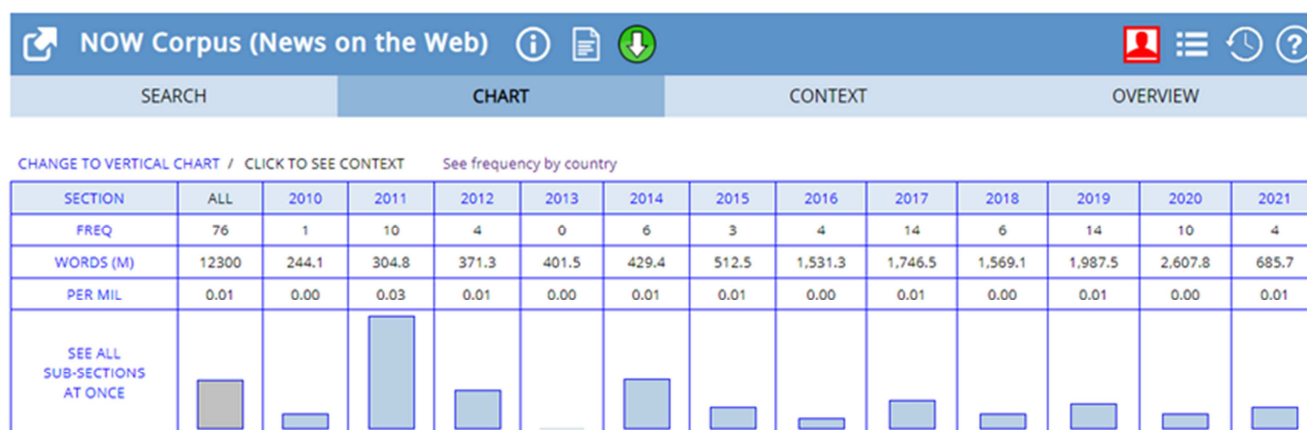


Figure 1. NOW Corpus data of historical remains.

Case 2:

Original text: 左江花山岩画以“蹲式人形”为基础符号，以记录祭祀活动为主题，展现了一套独创的，内涵丰富的图像表达系统。

Target text (Draft): Zuojiang Huashan Rock Art shows an original and rich image expression system, with “squatting figure” as the basic symbol and recording sacrificial activities as the unified theme.

Target text (Revision): Zuojiang Huashan Rock Art takes “squatting figure” as the basic symbol and takes recording sacrificial activities as the unified theme, showing a set of original and rich image expression system. (Squatting figure refers to the posture with legs down and arms rise.)

It is an ambiguous concept for foreign readers to know exactly what kind of posture “squatting figure” is in Zuojiang Huashan Rock Art. Does squatting here mean Slavic squatting, Asian squat or other squatting postures? There is no direct translation of “squat figure” in corpus such as COCA, BNC and NOW Corpus and retrieval platform of MyMemory. Therefore, this case is also translated literally first, and then described in detail to the target language readers in the form of annotations, which reduces the barriers to understanding caused by cultural differences, contributes to cultural communication and achieves the purpose of communicative translation.

Case 3:

Original text: 羊角钮钟、环首刀、短剑，这些当地骆越人进入铜器时代的标志性器物，在岩画中得到了大量的体现。

Target text (Draft): The horn button clock, the ring knife and the dagger, which are the symbolic objects of the local Luoyue people entering the Bronze Age, have been reflected

in a large number of Rock Art.

Target text (Revision): The sheep-horn Bronze Bell, Huanshoudao and the dagger, which are the symbolic objects of the local Luoyue people entering the Bronze Age, have been reflected in a large number of Rock Art. (Huanshoudao refers to the ring head knife with a metal ring at the end of the handle).

“羊角钮钟”和“环首刀” are proper nouns, and their translation should be accurate to express accurate information to readers. The sheep-horn Bronze Bell is a metal bronze ware of the Western Han Dynasty. The bell is in the shape of a half olive, with a small top and a big bottom, and a sheep horn knob on the top. When translating this word, on the basis of relevant reports, it was translated as “sheep-horn Bronze Bell”. In order to verify the accuracy of the translation, the corresponding content is searched in the relevant MyMemory database (Figure 3). Although there is no direct translation, the translation is relatively accurate through data analysis and comparison. Huanshoudao is a long knife with a straight blade, which was born in Han Dynasty of China. Since Baidu Encyclopedia and the corpus can't find its English translation, the method of transliteration combined with amplification is used to explain the word “环首刀”, so that the target readers can understand it better.

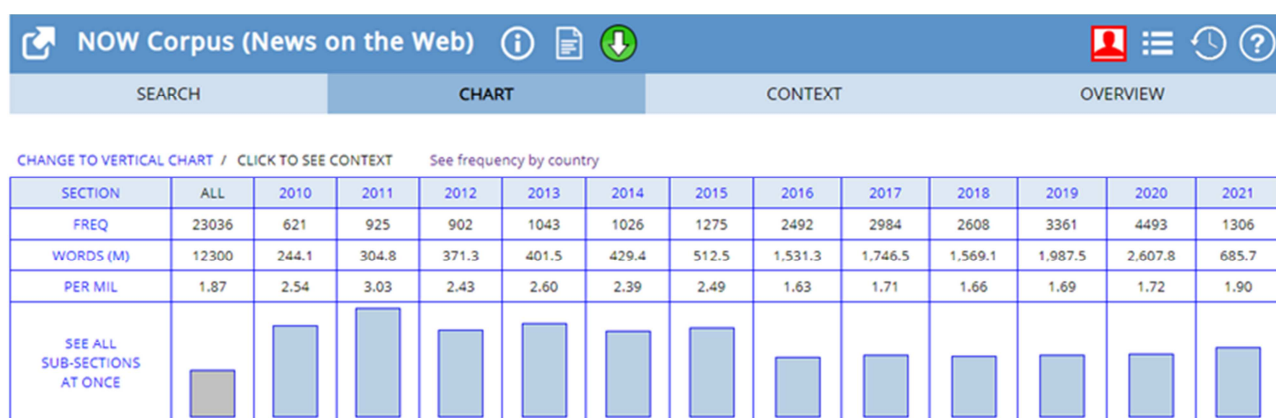


Figure 2. NOW Corpus data of relic.

(2) Sentence Translation

Case 4:

Original text: 从采用简单小型的蹲式人形描绘最初的祭祀活动开始，逐渐添加装饰，改变人行大小对比，增加正侧面人像组合，发展成为画幅巨大、内容丰富，描绘宏大祭祀场面的画面，构建了独创性的图像表达系统。

Target text (Draft): Starting with the simple and small squat figure depicting the initial sacrificial activities, gradually adding decorations, changing the pedestrian size contrast, increasing the portrait combination on the front side, it developed into a picture with huge frame, rich content and depicting grand sacrificial scenes, and constructed an original image expression system.

Target text (Revision): The picture with huge frame and rich content depicting the grand sacrificial scene was developed from the initial sacrificial activities depicted by simple and small squat figures, gradually adding decorations,

changing the contrast of pedestrian size, and increasing the portrait combination on the front side. Thus the original image expression system is constructed.

The voice of sentences can be divided into active voice and passive voice. Chinese often uses the active voice, and usually when the subject appears in the previous content, the latter part of the article will use the no subject sentence, while English often uses the passive voice. The original text is a sentence without a subject. According to the above content, we can judge that the subject is “Zuojiang Huashan Rock Art”. However, in order to make the translation more in line with English expression habits, we can change the object in the original sentence “picture”, which is huge in format and rich in content and depicts the grand sacrificial scene, as the subject, and change the active voice into passive voice, thus enhancing the objectivity of the translation and conforming to the characteristics of the target language.

Case 5:

Original text: 岩画所依存的喀斯特山体，蜿蜒的河流，人类赖以栖息的台地，构成了一个相对封闭、完整的景观单元，实现了人和自然的长久对话，形成了山水相依、诗意盎然的天然画卷，蕴含着人类和自然沟通的高度智慧，展现了人类尊重生命敬畏自然的精神追求。

Target text (Draft): The Karst Mountains, meandering rivers and the platform on which human beings live constitute a relatively closed and complete landscape unit, realizing the long-term dialogue between human beings and nature. The natural scroll of landscape dependence and poetic flavor contains the high wisdom of communication between human beings and nature, and shows the spiritual pursuit of human beings to respect life and revere nature.

Target text (Revision): The Karst mountains, meandering rivers and cultural platform that rock paintings rely on constitute a relatively closed and complete landscape unit, which realizes the long-term dialogue between human and nature, forms a natural picture of landscape dependence and poetic charm, contains the high degree of wisdom of communication between human and nature, and shows the

spiritual pursuit of human respecting life and fearing nature.

As we all know, Chinese is a Parataxis-based language, and the hierarchical logical relationship between sentences is usually implicit, while English is a Hypotaxis-based language, and the combination of various components of sentences depends on appropriate connecting words or various language connecting means. Therefore, when dealing with the long and difficult sentences in the application text, the translator must manifest the hierarchical logical relationship of the sentences.

The original text is a long and difficult sentence, which is composed of several short sentences. The translator first divides the sense-groups clearly according to semantics, so that the meaning expressed in Chinese can be fully expressed. The translation (Draft) is translated by word to word, but its English expression logic is not clear, and it is divided into the wrong sense-groups. The revised translation clarifies the logical relationship between sentences and its translation conforms to the meaning expressed in the original text, which is more conducive to conveying accurate information to readers.

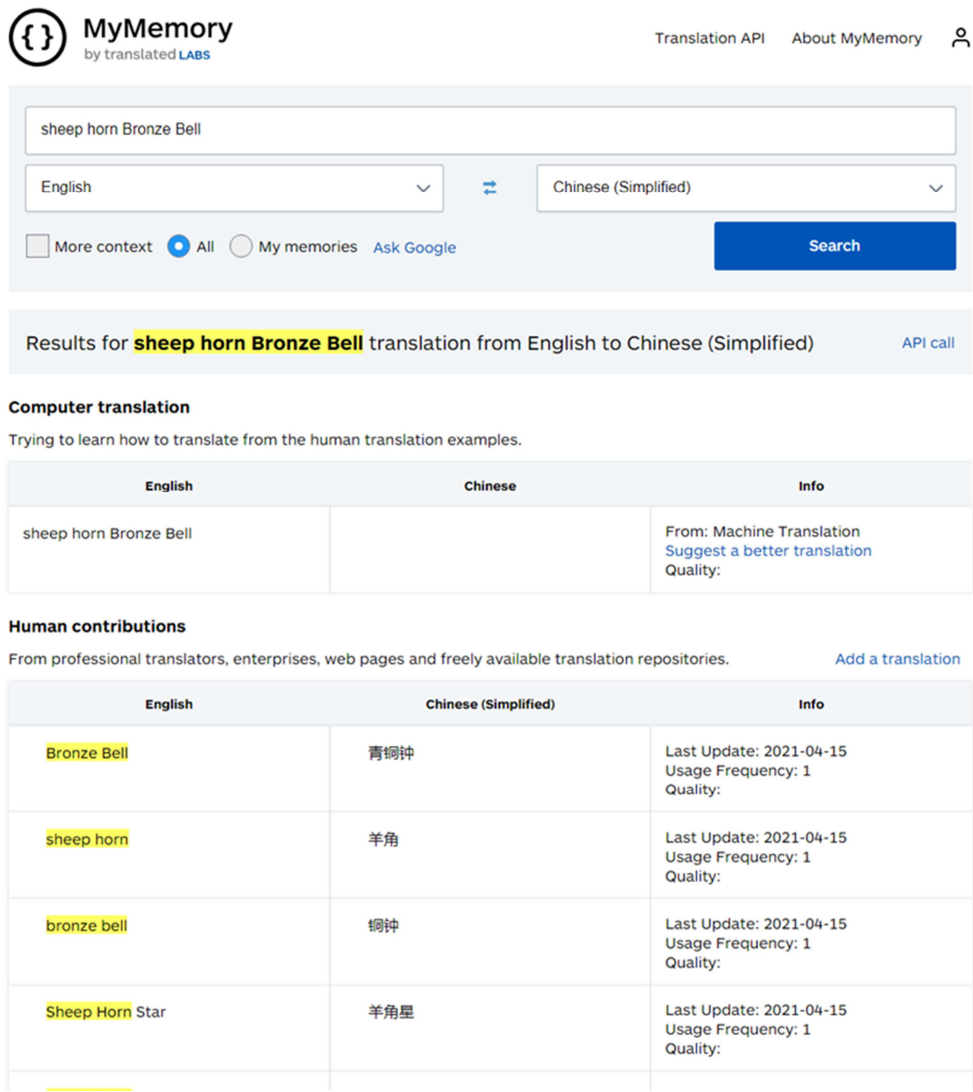


Figure 3. Comparison between Chinese and English of sheep-horn Bronze Bell.

4. The Problems and Countermeasures of Cultural Heritage Publicity Translation

4.1. Problems in Translation

In the process of cultural heritage publicity translation, due to the cultural differences between countries, the language differences between Chinese and English, there are many problems in the translation. The problems and countermeasures of cultural heritage publicity translation can be seen in the following.

4.1.1. Problems Caused by Language and Cultural Differences

As far as Chinese and English are concerned, one of the most important differences in linguistics is the contrast between hypotaxis and parataxis. English pays attention to hypotaxis, while Chinese pays attention to parataxis. Eugene A. Nida [22] explained the difference between English and Chinese in his book *Translating Meanings*: Hypotaxis refers to the various logical relations in a sentence, which must be clearly expressed by conjunctions such as if, otherwise, because, when, in order that, so and so that. As the name implies, parataxis can be “pinched” together and accepted by listeners or readers without logical markers. Chinese emphasizes literary talent, gorgeous rhetoric and strong description; English is objective and level, logical and informative.

Differences in personality characteristics, values, time orientation, and way of thinking, moral norms and religious beliefs lead to differences between Chinese and Western cultures. The Chinese way of thinking is circular or spiral, which is concrete thinking, while the Western way of thinking is linear, abstract or logical thinking.

These differences lead to semantic and grammatical errors, out of context, unreasonable omission or mistranslation in the translation process of cultural heritage publicity, which makes foreign readers confused and lack of unified English translation of proper nouns.

4.1.2. Insufficient Attention of Cultural Landscape Heritage Publicity

China has not paid enough attention to the translation of cultural landscape heritage publicity. In CNKI Net, “cultural landscape heritage translation” searched as the key word, there are few materials. Zuojiang Huashan Rock Art is the 49th cultural heritage of China and the 5th world cultural landscape heritage of China. By consulting literature and searching for information, the authors find that they don't know enough about Zuojiang Huashan Rock Art and the classification of cultural heritage. And they can't distinguish the concepts of cultural landscape heritage and intangible cultural heritage and confuse them. This is not conducive to the development of the research on the commonness of translation. Because of this misunderstanding, it may also

lead to mistranslation of cultural landscape heritage publicity translation.

4.2. Countermeasures and Suggestions

It is necessary to take effective measures to solve the problems encountered in the translation of cultural heritage publicity described above. The following is about the countermeasures and suggestions of cultural heritage publicity translation.

4.2.1. Strengthening Government Management

The translation of cultural heritage should attract the attention of Chinese people, and the government should play a guiding and managing role.

First of all, through publicity, school education and public opinion guidance and other means to enhance people's understanding of foreign publicity and translation. Secondly, government departments should give strong support from policy, capital, human resources, material resources and other aspects, organize personnel to collect, compile and publish materials. On this basis, the government should organize experts and scholars to conduct in-depth research, carry out cultural heritage translation research and various forms of cultural heritage translation seminars, and explore a set of standards suitable for cultural heritage publicity and translation. Guided by the government, it corrects the existing English translation materials and organizes relevant departments to be responsible for the specific translation work and the audit of translation quality. To strengthen the supervision of the quality of foreign publicity translation, realize the standardization and unification of cultural heritage foreign publicity translation, and enhance the credibility of the translation.

4.2.2. Attaching Importance to the Training of High-level Translators

With the increasing exchanges between China and other countries in the world, the translation of foreign publicity has reached an unprecedented scale. However, unfortunately, the quality of foreign publicity translation has not improved with the increase of translation volume and scope. On the contrary, mistranslations, random translations and confusing translations can be seen everywhere. Therefore, it is hoped that the state will attach importance to the cultivation of high-level translators. However, to improve the quality of publicity translation, we should not only correct the “low-level mistakes” such as spelling and grammar, but also study the pragmatic rhetoric habits and differences between Chinese and English.

Secondly, translators should not only practice but also take a deep think. They should sum up the basic rules of publicity translation from a large number of cases and refine them to form an effective theory to guide the development of publicity translation research. Translation of publicity is a kind of cross-border, cross-language and cross-cultural communication activity. Therefore, in the process of

translation, we should pay attention to its interdisciplinary nature. We should not only study propaganda translation from linguistics and translatology, but also draw nutrition from communication, rhetoric, narratology and sociology, so as to reflect the interdisciplinary nature of propaganda translation and broaden our horizons. In addition, translators should actively cooperate with the national strategy and make their own contribution to the "Go globally" of Chinese culture.

4.2.3. Improving the Comprehensive Quality of Translators

In addition to the above-mentioned national level solutions to the problems of cultural heritage publicity translation, the improvement of the translator's own comprehensive quality is also one of the important solutions. The translator's comprehensive quality includes not only pure language knowledge and language ability, but also the understanding of Chinese traditional culture. Understanding the characteristics of Chinese culture combined with the characteristics of English translation can better translate the original text, making it conform to the reader's reading habits and at the same time show the unique Chinese culture. At the same time, cross-cultural communication cannot be ignored. Translators need to understand the characteristics, rules and methods of cross-cultural communication, and apply them to the translation of cultural heritage publicity, in order to improve the translation level of cultural heritage publicity.

5. Conclusion

The last part gives a brief summary of this thesis and reflects on the problems in the translation process.

5.1. Summary

In the process of translating the original text, based on the comparative analysis of corpus statistics and cultural perspective, the translation strategy of communicative translation is adopted, supplemented by semantic translation, and the translation methods of transliteration, literal translation, free translation and addition. This study also puts forward corresponding solutions to the problems existing in the translation of cultural heritage publicity, which provides a certain direction for the development of cultural heritage publicity translation.

This study is a corpus-based translation of cultural landscape heritage application texts, which promotes the development of corpus translatology in a certain sense. Through the translation study of Huashan Rock Art application texts, the development of translation commonness research is promoted in a certain sense. At the same time, the translation of Huashan Rock Art's application text shows the characteristic scenery of Guangxi, which makes Luoyue culture spread to a certain extent and shows Chinese culture to the world.

5.2. Limitations and Suggestions

Due to the differences between Chinese and English

languages and cultures, translation deviation is not unilateral. Therefore, publicity translation is not a simple process. If we want to achieve perfect translation, it is unreasonable to rely on only one translation method or one theory. The translation strategies proposed above are far from perfect, and need to be further verified, and its limitations or shortcomings are expected to be remedied by subsequent research. This article provides a direction for the subsequent translation of cultural landscape heritage outreach, but based on the existing corpus, this is far from enough. It is hoped that in the future there will be institutions or experts and scholars to establish a cultural landscape that applies to cultural heritage or a little more detailed cultural landscape heritage corpus. At the same time, it is necessary to constantly summarize the general rules of cultural heritage translation and promote the continuous development of cultural heritage publicity translation.

Acknowledgements

This paper is supported by the Philosophy and Social Science Foundation of Guangxi (Grant No. 20FYY008).

References

- [1] Hu K B. (2011). *An Introduction to Corpus Translation Studies*. Shanghai: Shanghai Jiao Tong University Press.
- [2] Lu X J. (2013). *Research on Translation Strategies of National Image and External Publicity*. Shanghai: Shanghai International Studies University.
- [3] Baker C. (1993). *Foundations of Bilingual Education and Bilingualism*. Clevedon: Multilingual Matters Ltd.
- [4] Schmied J. (1994). Analysing Style Variation in the East African Corpus of English. In: U. Fries, G. Tottie and P. Schneider (1994) (eds.).
- [5] Alves F. (2003). *Triangulation Translation – Perspectives in process oriented research*. Amsterdam / Philadelphia: John Benjamins Publishing Company.
- [6] Hou L P, Lang Y, & He Y J. (2019). A Research Mode of Corpus-aided Translation Cognitive Process: Characteristics and Trends. *Foreign Languages Research*, 36 (06), 69-75.
- [7] Huang S Q, & Wang D B. (2019). Review of Corpus Research in China. *Journal of Information Resources Management*, 11 (03), 4-17.
- [8] Gandin S. (2013). Translating the Language of Tourism -- A Corpus Based Study on the Translational Tourism English Corpus (T-TourEC). *Procedia-Social and Behavioral Sciences*, 95.
- [9] Li Y, & Feng H L. (2020). The 20-Year Development of Corpus Translation Studies in China (1999-2018), *Journal of Chengdu University of Technology (Social Sciences)*, 28 (01), 105-110.
- [10] Gao M. (2011). Text Grammar and English Translation of Historical Heritage Tourism Texts. *Science & Technology Information*, (03), 182+209.

- [11] Xiong B. (2018). A Corpus-based Study on Lexical Features of C-E Translations of Tourism Texts and C-E Tourism Translation. *Journal of Central China Normal University (Humanities and Social Sciences)*, 55 (05), 94-103.
- [12] Deng Y F. (2018). Research on the Status Quo and Countermeasures of Foreign Translation and Introduction of Huashan Rock Art. *Overseas English*, (23), 129-130.
- [13] Chen X, & Xiao G S. (2016). A Corpus-based Study of the Linguistic Features of English Texts on Tourism in Mainland China. *Journal of Yunmeng*, 37 (04), 119-122.
- [14] Wang G Feng, & Zhang D Q. Corpus-based Translation Criticism and Its Interpretative Framework. *Shanghai Journal of Translators*, (02), 7-11+94.
- [15] Zhang J, & Liu Y. (2020). Research on Translation Strategy of Intangible Cultural Heritage Publicity Based on Internet Information Technology. *Journal of Physics: Conference Series*, (2), 5.
- [16] Hua S F. (2019). Problems and Countermeasures in English Translation of Hetao Cultural Heritage. *Education and Teaching Forum*, (36), 84-85.
- [17] Wan X. (2020). *Research on the overseas-targeted Publicity Translation of Chinese World Cultural Heritage*. Zhengzhou: Zhengzhou University.
- [18] Liang W X. (2017). *Practice Report on a Series of Chinese-English Translation Texts on the World Heritage Application for Zuojiang Huashan Rock Art*. Nanning: Guangxi University for Nationalities.
- [19] Mu Y Y, & Yang W T. (2020). Towards a Corpus-Based Approach to Experiential Construal in Translation for International Communication: A Case Study on Translation of Regional Culture. *Foreign Languages in China*, 17 (02), 97-104.
- [20] Yang J J. (2016). *A Report on the Translation of Related Plannings of Zuojiang Huashan Rock Paintings (Excerpts)*. Beijing: North China Electric Power University.
- [21] Li J C. (2013). *Intercultural Textual Reconstruction of Urban Publicity Translation*. Shanghai: Shanghai International Studies University.
- [22] Nida E. A. (1983). *Translating Meaning*. California: English Language Institute.