A Study on the Application of "Four-Life Maxim and Ten-tion" in Eco-Translatology in the Publicity Translation of Jingchu Culture

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Abstract. Jingchu culture, as a cultural treasure of the Chinese nation, plays an important role in promoting international cultural exchange and understanding through its external translation. This article focuses on the theory of "Four-Life Maxim and Ten-tion" in Eco-translatology, and explores in depth its application strategies in the external translation of Jingchu culture. The study points out that the "Four-Life Maxim and Ten-tion" theory provides a new perspective and method for the external translation of Jingchu culture by emphasizing life orientation, life acquisition, life conversion and life incarnation. In addition, the specific application of the "Ten-tion " translation method provides diverse translation paths for the external propaganda translation of Jingchu culture, including localization, popularization, innovation, etc., to achieve the optimal translation effect.

Keywords: Ecological Translation Studies; Four-Life Maxim and Ten-tion; Jingchu culture; Translation for external publicity.

1. Introduction

1.1. Research Background and Significance

In the tide of globalization, cultural exchanges among countries are increasingly frequent. The dissemination and integration of cultures have become important characteristics of the development of the times. As an important part of China's excellent traditional culture, Jingchu culture carries rich historical connotations and unique regional characteristics. In the current practice of publicity translation of Jingchu culture, there are many problems that need to be solved urgently, such as the instability of translation quality and the distortion of cultural connotation transmission. These problems have seriously restricted the effective dissemination of Jingchu culture on the international stage.

As a new translation theory, Eco-Translatology emphasizes the ecology, integrity and dynamics of translation activities, providing a new perspective and method for translation research. The theory of "Four-Life Maxim and 10-tion" deeply analyzes the adaptive selection and transformation in the translation process, providing strong theoretical support for solving the problems in the publicity translation of Jingchu culture[1].

This research has important theoretical significance and practical value. It not only helps to improve the quality of publicity translation of Jingchu culture and promote its international dissemination, but also provides new ideas and methods for the theoretical research and practical application of translation studies.

1.2. Literature Review

In today's era of continuous advancement of globalization, the importance of cultural exchanges and dissemination is increasingly prominent. Jingchu culture, as an important part of China's excellent traditional culture, carries rich historical background and profound cultural connotations. Its publicity translation work not only concerns the inheritance and dissemination of culture, but also affects the improvement of national cultural soft power. The current situation of publicity translation of Jingchu culture is not optimistic, and there are still many problems that need to be solved urgently [2].

In the process of publicity translation of Jingchu culture, some studies pay too much attention to the transformation at the language level and ignore the transmission of cultural connotations. This translation tendency of "emphasizing form and neglecting content" often makes it difficult for the translation to accurately convey the essence and characteristics of Jingchu culture, and may even cause misunderstandings and ambiguities. For example, when translating folk stories and legends in the Jingchu region, if only staying at the equivalent transformation on the surface of language and ignoring the cultural implications and national emotions behind it, it will inevitably weaken the expression effect and dissemination strength of the translation [3].

The publicity translation of Jingchu culture also faces the problem of lacking systematic theoretical guidance. At present, although there is no lack of theoretical discussions and practical research on cultural translation, the translation theory system for this specific field of Jingchu culture has not been perfected. This leads to the fact that in the actual translation process, translators often lack scientific and standardized translation strategies and method guidance, and it is difficult to form a unified and high-quality translation standard. This situation undoubtedly restricts the further development and improvement of the publicity translation work of Jingchu culture.

Although the current research on publicity translation of Jingchu culture has achieved certain results, it still faces many challenges and deficiencies. By introducing the theory of " Four-Life Maxim and Ten-tion " in Eco-translatology, we can provide more systematic and scientific theoretical guidance and practical methods for the publicity translation of Jingchu culture, and then promote the international dissemination and influence enhancement of Jingchu culture.

2. Theoretical Basis of Eco-Translatology and Overview of “Four-Life Maxim and Ten-tion”

2.1. Theoretical Basis of Eco-Translatology

In the theoretical framework of Eco-Translatology, “Four-Life Maxim and Ten-tion” is an important conceptual system. Among them, “Four-Life Maxim” refers to life orientation. It is the overall orientation of the ecological translation concept with ‘life’ as the core. Act when it is beneficial to ‘life’ and stop when it is harmful to ‘life’. This is the general principle of ecological translation. Life acquisition mainly focuses on exploring the life in the original text. Life conversion focuses on implementing the life in the translation. Capturing life and transforming life are both means and behaviors in the ecological translation process, while transforming life into a new form is the effect and goal of ecological translation.” [4]

Eco-Translatology also proposes a corresponding practical methodology, namely the “Ten-tion” translation methods, which are “imitationalization”, “extending substitution”, “adaptive reduction”, “adaptive addition”, “naturalization”, “vitalization”, “multi-transformation”, “source-contextualization”, “target-contextualization” and “text-balancing scrutinization”. The “imitationalization” focuses on the concrete imitation of styles, colors, etc. in nature, highlighting the image of the translation through similarity. [5] The “extending substitution” focuses on making adaptive meaning extensions and substitution transformations of unique things in the original language ecological environment to adapt to the ecological environment of the target language. [5] The “adaptive reduction” focuses on simplifying the elements of the ecological environment of the target language. That is, when auxiliary information, publicly known information, or redundant information appears in the original language, the amount of the target language is adaptively reduced. [5] Compared with the “adaptive reduction”, the “adaptive addition” emphasizes increasing the amount of the target language. That is, when idioms and allusions, abbreviations, and information condensation appear in the original language, the amount of the target language is adaptively increased to supplement the missing life elements in the ecological environment of the target language. [5] The “naturalization” focuses on retaining natural elements, original colors, and “original flavor” connotations in the original language ecology. [5] The “vitalization” focuses on retaining the organic and biological nature in the original language ecology or making “personification” treatment to adapt

to the ecological environment of the target language. [5] The "multi-transformation" requires translators to make selective adaptations and adaptive choices from multiple dimensions. [5] The "source-contextualization" emphasizes that the translation should adapt to the original language ecological environment; the "target-contextualization" is opposite to the "source-contextualization" and emphasizes that the translation should adapt to the ecological environment of the target language. [5] The "text-balancing scrutinization" method is the general principle of the "Ten-tion" translation methods and is the comprehensive translation activity of "ecological translators" practicing the ecological translation concept. The "text-balancing scrutinization" method focuses on both inside and outside the text, and especially emphasizes the overall comprehensive balance outside the text. It focuses on comprehensively viewing, coordinating and balancing the entire translation activity from the perspective of the relationship theory of "people-text-environment". [5]

3. Application Strategies of "Four-Life Maxim and Ten-tion" in the Publicity Translation of Jingchu Culture

3.1. Connotations of "Four-Life Maxim"

Life orientation emphasizes respecting and protecting the vitality and cultural connotations of the original text in the translation process to avoid "cultural loss" or "cultural distortion". In the external translation of Jingchu culture, it requires translators to maintain a high degree of awe and respect for Jingchu culture and strive to reproduce its unique cultural charm and vitality in the translation. Life acquisition refers to translators deeply exploring the vitality and cultural connotations of the original text and understanding the historical, social and cultural backgrounds behind it during the translation process. In the external translation of Jingchu culture, it requires translators to have rich cultural knowledge and keen insight to accurately capture the cultural information and emotional colors in the original text. Life conversion refers to translators effectively transmitting the vitality and cultural connotations of the original text to readers of the translation so that the translation becomes a new work with vitality. In the external translation of Jingchu culture, it requires translators to use appropriate translation strategies and techniques to make the translation both faithful to the original text and meet the reading habits and aesthetic needs of target language readers. Life incarnation is the ultimate goal and effect manifestation of Eco-Translatology. It refers to realizing cultural exchanges and integration and promoting understanding and respect among different cultures through translation activities. It requires translators to make Jingchu culture more widely spread and recognized on the international stage through translation activities. In conclusion, the concept of "Four Maxim" has important guiding significance and application value in the external translation of Jingchu culture. It requires translators to maintain awe and respect for the original text in the translation process, deeply explore its cultural connotations and vitality, and effectively transmit it to readers of the translation through appropriate translation strategies and techniques to realize cultural exchanges and integration. [5]

3.2. Specific Applications of "10-tion" Translation Methods

In the publicity translation practice of Jingchu culture, the application of "Ten-tion" translation methods is particularly crucial. This translation method system not only covers multiple levels of translation but also provides translators with flexible and diverse translation strategies, which helps to better convey the essence of Jingchu culture.

Eco-Translatology, as a perspective that combines ecological philosophy and translation theory, regards the translation process as a kind of "text transplantation", that is, while maintaining the vitality of the original text, it makes it adapt to the target language ecological environment. Among them, the "10-tion" translation method is an important practical methodology of Eco-Translatology, covering the summary and improvement of various strategies and techniques in the translation process. In the

application research of external translation of Jingchu culture, these "Ten-tion" translation methods can play an important role.

3.2.1. Imitationalization

The "imitationalization" translation focuses on imitating the forms, styles and colors of animals and plants in nature and artistically processing specific elements in Jingchu culture. For example, when translating"楚凤", we can draw on the image of the phoenix in Chinese culture and use vivid language to describe its free and unrestrained, heroic and strange characteristics to make the translation infectious and expressive.

3.2.2. Extending Substitution

The "extending substitution" translation focuses on adaptively extending and substituting specific cultures or things in the source language ecology into the target language ecology. In the external translation of Jingchu culture, through the supplementation of background knowledge and the extension of cultural images, foreign readers can better understand the deep meaning of Jingchu culture. For example, when translating "曾侯乙编钟", not only its name needs to be translated, but also its historical background, cultural significance and important position in music history need to be explained.

3.2.3. Adaptive Reduction

The "adaptive reduction" translation emphasizes simplifying the elements of the target language ecological environment, refining the essence of the "life elements" of the text, and reducing the amount of translation language. In the external translation of Jingchu culture, in the face of complex cultural backgrounds and a large amount of detailed information, translators need to use the adaptive reduction strategy to select the content that best represents the characteristics of Jingchu culture and avoid lengthy and complicated translations.

3.2.4. Adaptive Addition

The "adaptive addition" translation focuses on supplementing the elements of the target language ecological environment, supplementing the missing "life elements" of the text, and increasing the amount of translation language. When translating specific terms or cultural phenomena of Jingchu culture, translators may need to provide necessary cultural background knowledge for foreign readers by adding notes and background introductions to make the translation more complete and easy to understand.

3.2.5. Naturalization

The "naturalization" translation emphasizes maintaining the natural features and original ecological environment elements of the original text and striving for natural and smooth translations. In the external translation of Jingchu culture, translators should respect the cultural characteristics and expression habits of the original text and avoid excessive domestication or foreignization to make the translation both faithful to the original text and conform to the reading habits of target language readers.

3.2.6. Vitalization

The "vitalization" translation focuses on maintaining the organic and biological nature in the source language ecology or performing "personification" processing to adapt to the translation environment. When translating mythological stories and legends in Jingchu culture with vividness and imagery, translators can make the translation more vivid and interesting and enhance the attractiveness and infectivity of the translation through personification and other techniques.

3.2.7. Multi-transformation

The "multi-transformation" translation requires translators to conduct translation from multiple dimensions, modalities and perspectives such as language, culture, communication, aesthetics and

dissemination. In the external translation of Jingchu culture, translators need to comprehensively consider the acceptance ability and aesthetic needs of readers from different cultural backgrounds and use various translation strategies and techniques to make the translation not only have the characteristics of Jingchu culture but also meet the requirements of international communication.

3.2.8. Source-contextualization

The "source-contextualization" translation focuses on adapting to the language form, cultural connotations and behavior styles of the source language ecosystem. When translating traditional art forms and folk activities of Jingchu culture, translators should deeply understand and explore its cultural connotations and unique features and adopt an original translation method to retain its cultural and regional characteristics.

3.2.9. Target-contextualization

The "target-contextualization" translation emphasizes the translator's adaptive selection of the target language ecosystem. In the external translation process of Jingchu culture, translators need to fully consider factors such as the cultural background, language habits and psychological expectations of target language readers and make appropriate adjustments and optimizations to the translation to make it more in line with the acceptance ability and aesthetic needs of target language readers.

3.2.10. Text-balancing scrutinization

As the general principle in the "10-tion" methodology system, "text-balancing scrutinization" focuses on comprehensively observing, balancing and coordinating the text from the perspective of the relationship theory of "people-text-environment". In the external translation of Jingchu culture, translators need to comprehensively apply the above nine translation methods and make flexible adjustments according to the actual situation to achieve the best translation effect. At the same time, they also need to pay attention to the integrity and coherence of the translation to ensure that the translation achieves a high degree of unity in content and form.

In conclusion, the application of "Ten-tion" translation methods in the external translation of Jingchu culture is a complex and delicate process that requires translators to have profound cultural background, keen insight and rich translation experience. Through flexible use of these translation methods, the quality and effect of external translation of Jingchu culture can be effectively improved and the international dissemination and exchange of Chinese culture can be promoted. In the "10-tion" translation methods, each translation method does not exist in isolation but is interactively related. Translators should make adaptive selections of "Ten -tion" translation methods according to the requirements of the text and the limitations of the translation ecology. [6]

4. Research Summary

This research deeply discusses the application of the "Four-Life Maxim and 10-tion" theory in Eco-Translatology in the publicity translation of Jingchu culture. By analyzing in detail the characteristics of Jingchu culture and the current situation of its publicity translation, this paper proposes targeted application strategies and conducts in-depth analysis combined with practical cases.

The main contribution of this research lies in providing a new theoretical perspective and practical guidance for the publicity translation of Jingchu culture. By introducing the concepts and methods of Eco-Translatology, we not only improve the translation quality but also effectively promote the international dissemination of Jingchu culture. At the same time, this research also provides useful references for other publicity translation work of cultures. [7]

In general, this research has made positive contributions to the publicity translation of Jingchu culture at both theoretical and practical levels and laid a solid foundation for promoting the international dissemination of China's excellent traditional culture. We look forward to more in-depth research and practical exploration in this field in the future.

This study also has certain deficiencies in theoretical depth. Although we have elaborated and analyzed Ecotranslatology and the "Three Lives and Ten Transformations" theory in detail, in the process of applying these theories to the practice of external publicity translation of Jingchu culture, there may still be a lack of in-depth analysis and demonstration of certain theoretical details. This makes our research seem insufficiently in-depth and thorough in some aspects.

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