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Study on the English Translation of Chengdu Propaganda Films from the Perspective of Eco-translatology

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Abstract: Propaganda films have the characteristics of fast communication speed, wide audience, easy acceptance of communication content, and diversified communication methods. They are indispensable in enhancing the city 's popularity, reputation, and promoting economic development. Subtitle translation in promotional films plays an important role in spreading urban culture and showing the charm of the city. This paper takes the promotional film of Chengdu Universiade 'Shudaokai·Dayunlai' as an example, and studies the subtitle translation of the promotional film of Chengdu Universiade based on the three-dimensional transformation theory of eco-translatology.

Keywords: Three-dimensional Transformation of Eco-translatology; Propaganda Film; English Translation.

1. Introduction

The 31 st World University Summer Games (2021 Chengdu World University Summer Games) is the third World University Summer Games held in mainland China after the 2001 Beijing Universiade and the 2011 Shenzhen Universiade. It is also the first world comprehensive games held in western China. There are 18 major events such as basketball, volleyball, track and field, and swimming, and 269 minor events. About 10,000 athletes and officials from 170 countries and regions participated in the event. The Chengdu Universiade is scheduled to be held in Chengdu, Sichuan Province, China from July 28 to August 8,2023. As the date of the Universiade is approaching, Chengdu has received more and more attention. The promotional film of the Universiade allows Chengdu to present itself in front of the world in a richer and more three-dimensional manner. When the Universiade is publicized, it is necessary to take into account the specific situation of the target audience. The high-quality subtitle translation is particularly important. This paper puts the subtitle translation of the Chengdu Universiade promotional film under the perspective of eco-translatology, and uses the ' three-dimensional transformation ' point of view to analyze the specific subtitle translation, in order to provide a certain reference value for the promotional film.

2. Eco-translatology

The characteristics and principles of propaganda film. Publicity translation is not a simple translation of words, but a rich and three-dimensional translation of a country 's politics, economy, culture, society and so on. International publicity translation plays a very important role in promoting Chinese culture to go out. One of the most important characteristics of the propaganda film is that the audience includes non-native speakers of foreign languages in addition to native Chinese speakers. Among the principles used in the translation of promotional films, the most is to appropriately adapt the original text while being faithful to the original text. Secondly, Chinese emphasizes parataxis and English emphasizes hypotaxis. English should avoid gorgeous rhetoric as much as possible and express the meaning of the source language directly and clearly. Some information can adopt different translation strategies according to the actual situation in order to achieve the best translation state.

The translator 's adaptation process from the perspective of eco-translatology. In eco-translatology, the translator 's adaptation process refers to the translator 's adaptation to the translational eco-environment, that is, a translation ecosystem presented by the source language and the target language. In other words, it is a kind of relevance and coordination between language, culture and nature. It requires the translator to reproduce different literary themes as perfectly as possible. Therefore, eco-translatology requires the translator to fully understand the local cultural background in addition to mastering English, so as to do a good job in the translation of propaganda films.

3. The Ecological Environment of Subtitle Translation of Chengdu Universiade Propaganda Film

It breaks through the cultural boundary, crosses the time boundary, breaks the geographical boundary, and presents a ' borderless ' image of Chengdu. In the propaganda film, more than 200 real situations and more than 100 groups of citizens are photographed. The interaction of groups, traditional and modern, local and international symbiosis, thousands of years of unaltered ancient city sites, pregnant with the coolest and most fashionable picture, in the green park, filled with a vibrant atmosphere of great luck, in the hot and warm city, growing a leisurely life aesthetics, all-encompassing, multi-mixed Chengdu picture. Like Sichuan cuisine to reconcile the flavors, Chengdu, but also encompasses the north and south, a wide range of people. The propaganda film shows the advantages of Chengdu 's history and culture, natural landscape, food and transportation from multiple perspectives.

The propaganda film of Chengdu Universiade has the function of introducing the city and spreading the culture. At the same time, it is also an audio-visual text, which attracts the audience to Chengdu tourism through vision and hearing. The translator will be influenced by the translation environment of the target language audience. In order to

accurately and vividly convey the meaning of the source language, it is necessary to take into account the ecological environment of the source language and the target language as much as possible. Some of the source language introductions can be used literally, and some of the source sentences can be used literally. The translation strategy of free translation will cause the target language people to be unable to understand. Because of the differences between Chinese and English languages, the translator should take into account the balance between the source language and the target language when translating the subtitles. It is not necessary to rigidly copy between words, and constantly select and adapt the translation, so that the target language can survive in the target language ecological environment. The promotional film of the Chengdu Universiade is a window to show its charm to the outside world. As a media, it bears the responsibility of promoting the Chengdu Universiade. However, foreign audiences in the target language do not understand the history, culture and geographical characteristics of Chengdu. Therefore, the translator should take into account the language and cultural differences of the audience and choose and adapt the target language in order to vividly and stereoscopically show the connotation of the Chengdu Universiade and the local beauty of Chengdu.

4. The 'Three-dimensional Transformation' of Chengdu Universiade Propaganda Film'

As a central city in western China, Chengdu has rich tourism resources and profound cultural heritage. In recent years, the cultural tourism industry has flourished and become an important pillar of Chengdu 's economy. Chengdu receives more than 120 million tourists every year, with a total tourism revenue of 1.25 trillion yuan, an increase of about 12 % year-on-year. The night economy of Chengdu is also very lively. Cultural tourism projects such as Jiangtan Night Market, Jinli, Kuanzhai Alley and other cultural tourism projects have become popular places for people 's leisure and entertainment. The development of cultural tourism has made important contributions to the economic development of Chengdu. The translator should not only ensure that the translation can accurately convey the meaning of the original text, but also attract the target language audience. In other words, it is to achieve ecological balance. From the perspective of ' eco-translatology ', this paper selects the publicity film ' Shudao Kai·Dayunlai ' of the National Tide Romantic Chengdu Universiade from the official website for subtitle translation research.

4.1. Linguistic Dimension

Chinese belongs to Sino-Tibetan language family, while English belongs to Indo-European language family. Chinese and English belong to two different language families, and the kinship is far away, so there are great differences. English is hypotaxis, and English sentences are mostly subordinate relations, which are expressed by conjunctions. Chinese emphasizes parataxis, structural relaxation, and mostly connected by meaning. English is a static language; Chinese is dynamic, and the static characteristics of language English are mostly manifested in syntax or vocabulary, such as the use of non-predicates, non-finite verbs or verb nominalization. Relatively speaking, Chinese verbs have no morphological changes of English verbs, and mostly use verbs themselves. There are obvious differences between Chinese and English. In order to make foreign audiences better understand China, translators should adjust vocabulary and sentence patterns to conform to English expression habits.

As a translator, we should have a deep understanding of the connotation of ancient poetry, and accurately grasp the change of the poet 's emotional state all the time, so as to understand the intention of the verse and better grasp the transformation of the language dimension of ancient poetry. 'Adaptive selection and transformation in linguistic dimension ' require translators to consider factors such as pronunciation, glyph, word order, sentence pattern and wording in the process of translation.

Example1: 舍南舍北皆春水，但见群殴日日来。花径不曾缘客扫，蓬门今始为君开。

Translation: North and south of my cottage winds spring water green. I see but flocks of gulls coming from day to day. With no guests, the footpath strewn with fallen blooms was never swept clean， my wicket gate is opened but for you today.

These four poems are derived from the Tang Dynasty poet Du Fu's 《客至》 The first two sentences explain that the north and south of the cottage are full of spring water, and the gulls are flying in groups day by day. The verses depict the environment and scenery around the cottage-green water surrounded, spring rippling, Chunjiang River overflowing, Jiangbo vast, the group of gulls ' day ' arrival, accompanied by the owner here. The environment is quiet and secluded, and the scenery is very beautiful, which adds seclusion to the poet 's life. This is the Chengdu cottage near the river. The poet is in it and feels the beauty of the spring river. The arrival of the gulls also adds color to the poet 's life. The last two sentences of poetry interpretation: the garden path full of flowers and grass is not cleaned because of the welcome, but for your arrival, my grass door opens for the first time. The poet uses the tone of talking with the guests to enhance the sense of life of the guests. This sentence is set off before and after, and the sentiment is deep, which shows the deep friendship between the two people. In " Guest to Guest, " the poet is full of pleasure in the arrival of the guests. The scene of the guests is harmonious and warm, filled with a simple and friendly atmosphere. The language of the verses is popular and clear, such as the language of the words, and the breath of life. The translator adopts the translation strategy of literal translation, which adapts to the language habits of the target language audience.

Example2: 噫吁嚱，危乎高哉，蜀道之难，难于上青天。

Translation: Oho! Behold! How steep! How high! The road to shu is harder than to climb to the sky.

"噫吁嚱" belongs to exclamation, which means surprise. The translator translates "噫吁嚱" into " oho, " and "危乎高哉" into " How steep" How high! Echoing the previous interjection, the translator adopts a comparative sentence pattern to convey the source language information concisely and clearly. Considering the language habits of the target language masses, the source language is decoded first, and then the source language information is fully expressed to adapt to the reader 's ecological environment. As a dialect of Shu, "噫吁嚱" is very surprised, and speaks frankly about the difficulty of Shu Dao. This poem is like a heroic song that stirs the heartstrings of the reader. The translator conveys the source language information accurately in awe language.

Example3:一念如丝，贯通古今，蜀道纵横，交织如锦。

Translation: A single thought， delicate as silk. Transcends the ages, connecting past and present. The road to Shu stretches in all directions. Interweaving like a splendid tapestre.

The rhetoric of Chinese is relatively gorgeous, and the sentence patterns are diverse. It is necessary to accurately grasp the source language when decoding the source language. The process of building the Shu Road was very difficult. At that time, people paid the price of sweat, wisdom and even life. In order to turn the natural moat into a thoroughfare, the ancient Shu ancestors climbed on the towering wall to set up a plank road, chiseled holes, erected beams, columns, and paved boards. Each process was completed by hanging on the rolling river. With the support of modern technology, the plank hole can be completed in half a day, but it will take more than a month for the ancients to make such a plank hole. Because the rock is hard and difficult to cut, it needs to be baked with fire first, then poured with cold water. When the rock cracks a seam, it is hit with a chisel. Finally, it is hit bit by bit with iron drills and hammers into the current appearance. So many trestle holes, countless ' one month ', that is to say, the construction of Shu Road is a long-term project, which is the result of the relay of generations of Shu ancestors. They pay not only time and sweat, but even life.

Shu Road is of great significance to promote the development of ancient transportation, and it also guarantees the development and expansion of the Han nationality to the western region. In addition, it also promotes the scientific and cultural exchanges at that time. Therefore, the construction of Shu Road has a long way to go. The difficulty of Shu Road is difficult to the sky! Not only because of its rugged and insurmountable, but also because of the difficulty of its construction. The Shu Road is full of the blood, sweat and wisdom of the ancestors of Shu. They created the legend of the Shu Road for thousands of years with their perseverance and indomitable spirit, and also left valuable cultural heritage for future generations.

4.2. Cultural Dimension

The adaptive selection and transformation of the cultural dimension, that is, the translator should pay close attention to the transmission and interpretation of bilingual culture in the translation process, mainly some differences in the nature and content between the source language culture and the target language culture, so as to avoid the target language audience misinterpreting the connotation of the source language culture, which requires the translator to pay attention to and adapt to the bilingual cultural system. Chengdu, the capital of Sichuan Province, as one of the famous historical and cultural cities, has a long history and cultural heritage. It has the reputation of " the land of abundance, " " Jiangnan in Sichuan " and " Suzhou and Hangzhou in Sichuan. " In order to make it easier for the target language audience to understand the cultural connotation of the original language, the translator needs to pay attention to the selection and transformation at the cultural level.

Example1:而难于上青天的蜀道究竟是如何打开？是太阳神鸟挥舞的金翅？还是蚕丛鱼凫跨越屏障的雄心？是太阳神鸟挥舞的金翅?还是蚕丛鱼凫跨越屏障的雄心？

Translation: Or the ambition of Can Cong and Yu Fu to transcend the barriers? And now how was this road, it’s difficulty likend to scaling the sky paved by ancient people. by the fluttering wings of the Golden Sun Birds, Or the ambition of Can Cong and Yu Fu to transcend the barriers

The sun god bird generally refers to the gold ornaments of the sun god bird in the Shang and Zhou dynasties. Perhaps it is only a very magical bird. It comes from the ancient Shu three thousand years ago. It is found from the earth that the gold ornaments of the sun god bird in the Shang and Zhou dynasties unearthed from the Jinsha Site in Chengdu are selected as the symbol of Chinese cultural heritage. If many target language audiences only see the subtitle translation of the sun god bird and do not pay attention to the sun god bird pattern in the promotional film, they will have cultural default. However, for foreign audiences who do not understand the cultural connotation of the sun god bird, they cannot understand the meaning of the target language well, so the author believes that their background knowledge can be simply added. The Golden Sun Birds (It is a gold artifact from the Shang and Zhou), when many Chinese culture-loaded words are spread abroad, it is easy to lead to cultural default if their cultural connotations are not taken into account. Translators need to pay full attention to this point so as to achieve ecological balance.

Can Cong and Yu Fu refer to the names of the two kings of the ancient Shu in the legend. The ancestors of the Shu people in the myths and legends ranged from the Can Cong bushes that taught the people to raise cicada to the fish feet that taught the people to fish. The translator translated "蚕丛及鱼凫" into ' Can Cong and Yu Fu '. The author believes that there is no ecological balance, the target language people cannot understand the meaning of Can Cong and Yu Fu, and do not consider the cultural cognition of the target language audience. I think that Can Cong and Yu Fu, the legendary names of the two kings of ancient Shu can be translated in this way. A simple translation of Can Cong and Yu Fu will supplement the background knowledge. In this way, the ecological balance is reached.

Example 2: 宽窄巷里， 一口麻辣，几乎可以打通所有边界。

Translation: Within the Wide and Narrow Alleys, a bi of spice almost exceeds all boundaries.

The Broad and Narrow Alley is located in Qingyang District, Chengdu City, Sichuan Province. It is composed of wide alleys, narrow alleys and well alleys in parallel. It is an antique quadrangle courtyard of Qingdai bricks and tiles. It is also a relatively large-scale Qing Dynasty ancient street left over from Chengdu. Together with Daci Temple and Wenshu Courtyard, it is known as the three major historical and cultural city protection blocks in Chengdu. Those who have been to the wide and narrow alleys will have an intuitive impression of it, but foreign target language audiences who do not understand the wide and narrow alleys may form a certain stereotype from the literal understanding of the target language. The author believes that the Broad and Narrow Alley, which can be seen asindigo brick antique courtyard, can be added after its English translation. On the basis of the source language, the translation ecological environment of the target language audience is considered, and the ecological balance is realized.

4.3. Communicational Dimension

The adaptive selection shift in the communicative dimension means that the translator should pay attention to the adaptive conversion of bilingual communicative intention in the process of translation. In addition to conveying the cultural connotation of the source language, the focus of selection shift should be on the communicative level and

whether the communicative intention in the original text is reflected. The promotional film of the Universiade can attract foreign attention and promote the development of Chengdu in turn. Therefore, subtitle translation must accurately convey the communicative intention of the source language to the target language.

Example1: 蜀道

Translation:the road to Shu

There are four "蜀道" in the poem 《蜀道难》. Xu Yuanchong 's translator translated it into two different expressions: ' the Road to Shu ' and ' the westward way '. The first translation method belongs to the foreignization translation method, and the second belongs to the domestication translation method. The foreignization translation method lets the reader know that there is a place called '蜀', which is roughly westward. Shu Road, the translator translated it as the road to Shu (now Sichuan), and simply added it, but it did not fully convey the specific meaning of Shu Road. Shu Road is the ancient road from Chang 'an to Shu, with high mountains and deep valleys, and the road is rugged and difficult to pass. Foreign target audiences who do not understand the terrain of Sichuan have deviations in understanding the road to Shu (now Sichuan), and the target language does not achieve a good conversion of the language dimension. In my opinion, Shu Road is the road from Chang 'an to Shu in ancient times. The mountain is high and the valley is deep. The road is rugged and difficult to pass. This paper gives a simple and specific description of the real and specific situation of Shu Road. The target language readers can well understand the true meaning of Shudao and realize the transformation of communicative dimension.

Example2: 蜀道开大运来 (at the end of the promotional film)

Translation: Open the Road to Shu & Embrace the FISU World University Games Summer

The so-called Shu Road opens, the great fortune comes; chengdu, achieve the dream. The opening of Shu Road is the dream of Shu to open to the world, and it is also the sincere invitation of Chengdu to the guests of the world. Shudao and Dayun are the best footnotes for Chengdu 's self-confidence, vitality and openness. The propaganda film of Chengdu Universiade ' Shudaokai Dayunlai ', in which the sword door is standing tall. A Shu Road running through the ancient and modern times, an invitation across time and space, a mysterious fantasy journey, to the audience to bring a direct impact on the soul of the shocking beauty. Jianmen Shu Road is the most well-preserved artificial ancient post road with the longest remaining mileage and the most complete facilities in China. It is known as the " living fossil of land transportation in the world. " It has been precipitated for thousands of years and has a long charm. This summer 's Universiade will certainly present a wonderful Chengdu to the world.

Example3: “成都成就梦想” (slogan)

Translation: “Chengdu Makes Dreams Come True”

Chengdu 's dream of achievement is the slogan of the 2021 Chengdu World University Summer Games. This is the slogan Chengdu issued a sincere invitation to the world. Under the inspiration of the Chengdu Universiade, we will work hand in hand with the people of the world to help each other and create a better future.

5. Summary

Based on the theory of eco-translatology, this paper analyzes and discusses the translator-centered selection and adaptation and the three-dimensional translation strategy in the translation theory, that is, from the perspective of language dimension, culture dimension and communication dimension, this paper discusses the text translation of the Chengdu Universiade. The text volume of the promotional film ' Shudaokai Dayunlai ' of the Universiade is relatively small, but it is very representative. It reflects the connotation of the city and the accumulation of culture, shapes the brand and image of Chengdu, and has important strategic significance for attracting investment, tourism and enhancing the soft power of urban development.

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