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Network Translation Criticism Model from the Perspective of Communication Studies

-- A Case Study on Chinese-English Dictionary of Chengdu 2021 FISU World University Games Publicsigns

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Abstract: In this era of the Internet, criticism of network translation is rising gradually. The criticism of network translation is not only a communication tool, but also closely related to all aspects of translation. This paper takes Chinese-English Dictionary of Chengdu 2021 FISU World University Games Publicsigns as an example, combined with the characteristics of network communication, studies a series of discussions on the network before and after its publication, and analyzes Chinese-English Dictionary of Chengdu 2021 FISU World University Games Publicsigns. This paper discusses the characteristics and methods of the translation of public signs from Chinese to English, the great role of the network translation criticism mode in translation and the enlightenment it brings to the development of Chinese culture.

Keywords: Internet Translation Criticism; Internet Communication; Chinese-English Translation of Public Signs.

1. Introduction

In this era of rapid development of information on the Internet, communication between countries has become easier and faster, and information is transmitted more widely and faster. Many of China's local attractions and specialties have been translated into different languages and are known to people around the world, making online communication an indispensable way for countries to promote themselves. As the host of the 31st Universiade, it is incumbent upon Chengdu to translate information about the event, transport, medical care and Chengdu's specialties into English, the international language of choice, and it is necessary to conduct an in-depth study. This paper will explore the characteristics and strategies of the Chinese-English translation of the public announcement language from the perspective of communication science by exploring the great role played by the network translation criticism model in the translation activities of CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS and the inspiration brought to Chinese culture going abroad from five aspects: subject, content, way, audience and effect.

2. Network Communication and Network Translation Criticism

2.1. Network Communication

There are many forms of online communication, such as the familiar news media, forums and microblogs. And it is these colourful forms that provide a variety of platforms for network translation criticism as well. It is not difficult to understand that in the network communication mode, everyone is both the disseminator and the audience, and information flows faster. Learning to use the power of the Internet, making good use of the network platform, changing the traditional mode of output, widening the channels of cultural communication, updating the means of cultural communication, and keeping up with the trend of the times, can better help push Chinese culture out of the country and into the world. The five areas of subject, content, channel, audience and effect are closely linked together in the process of online communication. In the process of online communication, the subject and the audience are selected through various communication channels, the content is decided by the subject, and the effect of online communication is clear at a glance, rapid and timely feedback.

The different roles of the initiators of translation activities for online communication inevitably also affect the final translation standards, as often the initiator of the translation activity holds the initiative and makes the translation standards. The initiators of translation activities are often divided into three categories: translators, original authors and third persons, with the initiators being able to control the macro translation standards and even the micro standards. The original authors in CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS can be understood as the group of translators who originally translated the Chengdu public notices, while the translators in online communication are internet users and the third parties are the various enterprises or government departments responsible for translating the Chinese-English public notices.

In online communication, the media appears as an independent subject in the study of translation activities, which has been neglected by translation studies in the past. The media's own requirements for the quality of the content and its role in guiding readers in the process of communication will have a certain influence on the quality of the translation and its acceptance by readers, and the influence of the words of some leading translators on the trend of translation is even more immeasurable.

2.2. Network Translation Criticism

Generally speaking, translation criticism approaches translation from different perspectives, but each of them is separated and not unified. On the other hand, network

translation criticism links multiple perspectives with the help of various network media, and makes use of the convenience of network communication to complicate the single model of translation criticism. At the same time, the Internet lowers the threshold of translation criticism and complicates the translation subject. Network translation criticism model is also different from the traditional translation criticism model in that it has multiple dissemination platforms and can change between different platforms. Subjects and audiences are connected through multiple communication channels, making network translation criticism increasingly effective. The prominent two-way communication characteristics of the network media enable each criticism subject to combine the identities of communicator and receiver, forming a flexible and versatile communication network and communication mode.

Network translation criticism mainly focuses on the criticism of translator behavior. It takes the translator as the entry point and the social perspective as the evaluation perspective. It is a study of the translator's role in the process of translation socialization, namely translation activities, and the general behavior rules and characteristics of the translator's action on the text. The translator's in-translation behavior is the language conversion behavior of the translator to reproduce the meaning of the original text in translation. It is mainly manifested in the in-language reference of the target text and the original text, such as idiom, syntax and rhetoric. Extrapolation is the social behavior of translators, which is mainly manifested as the adjustment and transformation of the original text by means of the translated text according to the social needs, including the behavior phenomenon that translators bring their translated works into circulation and gain readers. Translators' extra-translational behaviors are related to some factors beyond translation activities, such as translators' literacy, translation principles and readers' awareness. With the rapid development of network translation criticism at the present stage, network translation criticism is no longer limited to translators, but an in-depth analysis of all the factors that may affect translation activities, so as to make the final translation result perfect.

In network translation criticism, readers have changed from passive acceptance to active participation in the process of translation criticism and revision through the Internet. Network translation criticism can help more readers to care about and understand translation, provide a supplement to academic criticism, and provide a platform for the interaction between publishers, translators and readers, helping to improve the quality of translation. However, at the same time, the level of the Internet population is uneven, the low threshold of the Internet and the ease of communication, there is no lack of irresponsible and loose mouth critics on the Internet.

3. CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLIC SIGNS and the Model of Network Translation Criticism

On March 1, 2019, Chengdu officially won the right to host the 2021 Summer Universiade, making it the first city in western China to successfully host a world-class comprehensive game. A series of city events and community sports games will also be launched immediately. Offline sports activities will be in full swing, and online actions will also start steadily and orderly. From July 16, 2020, "Love Chengdu, Welcome the Universiade" 2021 Chengdu Universiade public English logo correction activity will be launched online.

3.1. The Background to CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIG

The way is to take photos and punch a card for Chengdu to do a comprehensive "physical examination". The original version is the public English logo in Chengdu city, take the wrong image of the city, find the wrong point, in order to cure the disease! "Love Chengdu, Welcome the Great Luck" urban public English signs error correction activity provides such a platform, starting from urban public English signs, error correction, error discussion! We will invite enthusiastic citizens to set up an "urban translation team" to actively find and upload errors in public English signs around the city. At the same time, foreign friends from various universities in Chengdu will form a professional "city translation physical examination team" to carry out street "physical examination", to help the smooth progress of physical examination task. In the early stage, the net is widely spread to encourage "national error correction", and the follow-up "professional error review" and "targeted rectification" will also be put on the agenda along with the activity. In addition to the addition of peripheral products, new words approved and released in error correction activities are also collected into *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS*, forming a continuous knowledge transmission.

On September 23, 2021, "Learn English with the Universiade", a series of Universiade language service activities jointly launched by the Foreign Affairs Liaison Department and the Press and Publicity Department of the Executive Committee of Chengdu Universiade, was launched in Chengdu. During the event, *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS*, the official publication of the Chengdu Universiade, was unveiled. *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* contains more than 4,000 entries, ranging from 18 events and 49 venues of the Universiade in Chengdu to ancient Shu history and Tianfu culture, from "turning around under the basket" to "rolling inward for three and a half weeks", which are common English expressions that citizens are interested in or use in life and work.

3.2. CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS under the Mode of Network Translation Criticism

Due to the wide range of public signs involved in the Universiade and Chengdu urban construction, the collection, selection and translation of public signs is extremely complex, the Compilation from the beginning is the use of network communication, the use of public signs in public places in

English, encourage the public to correct errors online, universities organized a team to compete, increased the intensity of publicity. Many netizens have joined in the contest to express their own opinions, and some netizens will publish their ideas on major forums to discuss whether the translation is accurate with other netizens. Professional personnel are organized in the background to conduct the review. After *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* is released on September 23, 2021, not all permanent residents in all parts of the country or Chengdu will have a hard copy or electronic copy. Instead, some citizens will be provided with hard copies and electronic download channels, which will no longer be available in less than two months. The electronic version can only be obtained from the original download user's hand. In this process, the main subjects of network translation criticism are still netizens, translators and professional critics, and the information transfer between netizens and translators is more frequent, and the communication between professional critics and others is also carried out online. The official download link for *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* is no longer available. The publication and removal of the Compilation also require reflection. The collection of entries and error correction of *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* make full use of the network translation criticism model, which combines all subjects and objects and operates efficiently and quickly. The publication of *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* effectively utilizes the network translation criticism model. But it was later discontinued, which is a shame.

3.2.1. The Main Body of Network Translation Criticism: Netizens, Translators and Professional Critics

Unlike other translation works or translation publications under the network translation criticism model, this time *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* was not translated and then published by professional translators at the outset, but rather by people who corrected errors in the public language translations around them online, both professional translators and student netizens, and after they had done so, it was then reviewed by experts and finally published in a unified manner. Although there are differences in the process, the common denominator is that the subjects of network translation criticism are largely the same. Both netizens and translators can share and express their opinions and views through various effective channels, and will also receive timely feedback.

From the perspective of the subjects of translation criticism, the seminars and academic journals in the real society have imposed certain restrictions on the subjects of translation criticism. Professional translators and translation theory researchers have become the main implementers of this kind of translation criticism. Network translation criticism is conducive to the free flow of opinions and dialogue among various types of translation criticism subjects. The Internet space has diluted the different hierarchical structure of translation criticism subjects in the real society, so that ordinary readers and translation enthusiasts have the space to express their translation criticism freely, and the qualifications for publishing translation criticism are no longer based on education, qualifications and titles. In the past, the general readership was in a marginal position in translation criticism, but now with the rise of network translation criticism, the general readership, as one of the main subjects of translation criticism, has grown in size and status, and its role has begun to develop in a diversified direction. These general readers who participate in network translation criticism constitute a broad grassroots force in translation criticism research, providing the translation criticism community with the broadest and most diverse perspective ever.

3.2.2. The Object of Criticism of Network Translation: The Content of Network Communication

CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS is about the translation of public signs of the Universiade. Although many interpreters or netizens have corrected or translated them, the overall translation style is still quite different. For the translation of public signs, some translators are used to free translation, while some prefer literal translation. Moreover, the mismatch between the original text and the translation will result in the translation of multiple versions of a Chinese entry, which will trigger heated discussions between netizens and translators. Unlike other texts, *CHINESE-ENGLISH DICTIONARY OF CHENGDU 2021 FISU WORLD UNIVERSITY GAMES PUBLICSIGNS* discusses its contents before they are published. The target scope of network translation criticism should not only be limited to the translated works, such as the translators involved in translation, the process of translation behavior, the strategies adopted in translation, etc., have also become part of the object of network translation criticism. For the main body of network translation criticism, that is, ordinary readers, their focus is no longer limited to static text, but the translator's own anecdote and the deliberation of the translation process.

3.2.3. Effect of Network Communication: Effect of Opinion Communication in Network Translation Criticism

The effect of the online communication medium is extremely obvious and spreads at an unexpectedly fast pace. Numerous netizens engaged in translation criticism, and those who were dissatisfied with the official translation were able to offer their own opinions and give sound arguments to support their views. The interest in translation participation and translation criticism was stimulated.

The dissemination of opinions can be broadly divided into three levels: opinion formation, opinion conflict, and opinion flow. At the level of opinion formation, the Compendium is first translated by individuals or corrects translation errors in the public language; at the level of opinion conflict, the opinions of individuals are disseminated among the community to stimulate people's interest in translation; at the level of opinion flow, more and more people are involved in this translation activity through online communication, with increasing influence and participation, and different subjects of translation criticism through different positions to interact strongly and the effect of dissemination becomes more and more obvious.

4. Characteristics and Methods of Chinese-English Translation of Public Signs

4.1. Characteristics of Chinese-English Translation of Public Signs

The original text and the translation are not exactly equivalent, and one Chinese entry may correspond to multiple English translations; If multiple Chinese expressions of a Chinese entry correspond to one English translation, the corresponding Chinese-English entry should be determined according to the special requirements of the context and the actual needs of the audience. Public signs refer to the language used to publicize the contents of notices to the public in public places, which is a kind of applied style with strong practicability. Its functions include conveying requirements, restrictions, prompts or warnings to the public, and it mainly has indicative functions, suggestive functions, restrictive functions and mandatory functions. And many nouns, verbs, phrases such as "signs, signs, signs, slogans, announcements, warnings" and so on. In sentences, imperative sentences are often used in public signs, which effectively maintain public order and promote social harmony and stability.

4.2. Translation Methods of Chinese-English Public Signs

Public signs are accurate and concise, so they are prone to mistranslation and missing translation. In *Chinese-English Dictionary of Chengdu 2021 FISU World University Games Publicsigns*, however, all translations are screened and vetted, and there are not many rudimentary errors. There are many ways to translate public signs in Chinese and English. In this compilation, the translation of public signs has been proofread by the expert team, and the translation methods have been unified.

4.2.1. Literal and Free Translation

Literal translation can help people better understand the meaning of the original entry, and also help Chinese excellent traditional culture to go out, so most of the Compilation adopts the method of literal translation. For example, No Photo/Video, Chengdu Makes Dreams Come True, etc.

Free translation pays more attention to the expression of connotation. For example, the Universiade's concept of "green, Smart, vigorous and Sharing" is translated as "Sustainable, Smart, Spirited and sharing". The word "Green" here is no longer simply translated as "green".

4.2.2. Phonetic Transliteration of Naturalization

In public signs, attractions, buildings and food with urban characteristics are not equal to other languages. At this time, transliteration is helpful for Chinese culture to go out, carry forward traditional culture, and promote the subtle influence of Chinese values and ideology on readers, so as to achieve cultural confidence. For example, “Chuan jiu”(Pin Yin) is translated into "Sichuan Baijiu", “Wang cong ci” (Pin Yin) is translated into "Wangcong Shrine", “Long chao shou” (Pin Yin) is translated into "Long Chaoshou", and “San da pao” (Pin Yin) is translated into "Sandapao". This approach helps push national and regional cultures to go global.

4.2.3. Borrowing

The application of borrowing is mainly divided into two situations, one is general public information public signs, different countries also have some of the same public signs, English-speaking countries will have some differences in expression, so as a translator can directly borrow international general English expression. For example, “Zi you ti cao” (Pin Yin) is translated as "Floor Exercise", “Wan shui jia ge” (Pin Yin) is translated as "Dutiable Value", and “Jin zhi shi ru” (Pin Yin) is translated as "No Entry". These more common public signs, borrow common English expression, will be more convenient and quick.

The second situation is that when the concept of Chinese cultural characteristics is involved in Chinese expression, the translation method that has been recognized or commonly used in English can be borrowed. As Chinese gradually stepped onto the world stage, many countries began to learn Chinese feverishly. There are also many authoritative English sayings in Chinese history and culture. To take a simple example, “Sichuan huo guo” (Pin Yin) is translated as "Sichuan hot pot". When hot pot was rapidly developed in China, there was no suitable English equivalent for it. However, it was later translated as "hot pot" and widely accepted by foreign friends.

4.2.4. Annotation

Because Chengdu has been one of the ten ancient capitals of China since ancient times, the core parts of this ancient city and many scenic spots are mostly cultural relics, so some public signs will inevitably involve historical and cultural knowledge. In the translation process of this kind of translation, we should always remember two points: first, the target audience; Translators should try to look at the original text from the perspective of the audience, that is, foreign tourists. In this way, they will find that many common sense and background that we take for granted are unfamiliar to foreign tourists, or even the first time they have heard of it. The second is the translation purpose. Most of these public signs that need to be annotated belong to the category of interpretation and education, unlike the indicative and restrictive public signs, which only provide information and have the function of spreading Chinese culture. Taking the above two points into consideration, it can be seen that it is still not enough to accurately translate the original text of such public signs, and translators need to add annotations by themselves. For example, “Luodai hui guan jian zhu qun” (Pin Yin) is translated as Four Guild halls in Luodai ancient town (Guangdong, Huguang, Jiangxi, chuanbei), “Shu han”(Pin Yin) is translated as Shu-han (referring to Sichuan in the Three Kingdoms Period). Some monuments involve more than one site or only a part of the Chengdu site, and there are many others, so this translation method also plays a role that cannot be ignored.

4.2.5. Supplement

Supplement and annotation are somewhat similar, both belong to the category of addition translation. Supplementary writing is to make up for the absence of the original text so as not to cause confusion to readers. For example, many Chinese cuisines need to use supplementary writing. For example, "Fu qi fei pian" (Pin Yin) is translated as "couple's Sliced Beef Combination in Chilli Sauce". "Fu rong ji pian" (Pin Yin) is translated as "Sauteed Chicken in Egg White" and so on. The supplement is intended to serve as a cultural transmission function, so that foreigners can better understand its meaning.

5. Conclusion

The online mode of translation criticism is undoubtedly the

most convenient, fast and responsive mode of translation criticism in today's Internet era, and it has the advantage of helping Chinese culture to go out. It also has disadvantages, that is, the objects of network translation criticism must be able to connect, not a single closed door, but quickly form the structure of information dissemination and opinion dissemination, through the network, the information flows, the lack of one. And the publication and out-of-print nature of *Chinese-English Dictionary of Chengdu 2021 FISU World University Games Publicsigns* cannot be separated from the influence of network translation criticism. For translations of public notices with very local characteristics, it is easy to see that most translators tend to use the naturalisation method, which helps to spread culture and enhance the country's international influence.

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