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Research on the Current Situation and Standardization of Japanese Translation in Langzhong Ancient City Scenic Area

Zhulin Jiang, Xinyue Zhang

Nanchong Vocational College of Culture and Tourism, Nanchong 637000, China

Abstract: Langzhong Ancient City is one of the four ancient cities in China, with multiple honors such as being a national historical and cultural city and an excellent tourist city in China. At the same time, the Langzhong Municipal Government also closely adheres to the goal of "high-quality construction of world ancient city tourism destinations" and unwaveringly adheres to the development strategy of "strengthening the city through industry and revitalizing the city through culture and tourism". However, there are many problems in the Japanese translation and promotion of the Langzhong Ancient City scenic area, which will greatly restrict the healthy development of the tourism industry in Langzhong City. Therefore, this article focuses on studying the current situation of Japanese translation in the scenic area of Langzhong Ancient City, including both the Japanese translation gaps in the scenic area and the mistranslation and omission in the scenic area. Based on this, targeted normative measures are proposed for the Japanese translation gaps and Chinese literal translation in the scenic area of Langzhong Ancient City.

Keywords: Langzhong Ancient City; Current Situation of Japanese Translation; Translation Norms.

1. Introduction

The proposal of the new economic strategy of the "the Belt and Road" has provided a new opportunity for the further development and expansion of China's tourism industry. Therefore, doing a good job in translating the text of tourist attractions plays an important role in promoting culture and attracting tourists.

According to literature search, there is currently relatively little research on the Japanese translation of tourist attractions in China. Most of the research focuses on the translation of public signs in scenic areas, and the related research objects mainly cover traditional research on words, sentences, paragraphs, and discourse. For example, Cao Yifan (2021) analyzed the current situation of Japanese translation in Henan World Cultural Heritage scenic areas from four levels: format, vocabulary, sentence, and discourse. He summarized translation techniques such as avoiding pragmatic errors and skillfully using additional translations, and accordingly proposed suggestions such as strengthening the importance of Japanese translation and establishing unified translation standards. Zhang Guo (2022) discussed papers related to the study of Japanese translation of public signs, pointing out issues such as a single research method and narrow research scope, and proposed prospects for gradually expanding the research scope and further enhancing the research depth.Chen Xu (2023) found in his research on the Japanese translation of public signs in the Qianhu Miao Village Scenic Area in Xijiang, Guizhou Province that according to Rice's text type theory, they can be divided into three categories: informative, emotive, and infectious. He proposed that informative public signs often use foreignization, while the other two types of public signs use domestication strategies. In addition, Luo Xianqian's (2018) study of hot spring tourist attractions in China and Japan found that under the same communicative purpose, discourse move characteristics may differ due to cultural background, thinking mode, etc. Zhang Yi et al. (2020) conducted a survey on the current situation of Japanese translation on Changsha's red tourism resource publicity website, pointing out that the website has problems with website construction and Japanese translation. They proposed measures to strengthen the construction of Japanese web pages and formulate translation rules in response to these problems. Ma Fenghuan (2021) examined the current situation of Japanese translation of tourism promotional texts in Xi'an from the perspective of cultural confidence, and proposed strategies such as accurately using literal translation and adding appropriate explanations.

Looking back at the literature, it was found that there is currently very little research on the Japanese translation of tourist attractions in Nanchong City, and the focus of relevant research is only limited to the Japanese translation of public signs in tourist attractions. Liu Ziying (2015) conducted a mistranslation analysis of public signs in Langzhong Ancient City scenic area from the perspective of cross-cultural communication, and revised the Japanese translation that was not accurate and standardized enough. Ge Huiling (2019) pointed out in her research on the Japanese translation of public signs in the Wanjuanlou scenic area of Nanchong collected on site that there are problems with low popularity and lengthy translation in the Japanese translation of public signs in the scenic area, and efforts should be made by the government, scenic area leaders, and translators to improve.

In summary, there is not much research on the Japanese translation of tourist attractions both inside and outside the city. The research on the Japanese translation of tourist attractions outside the city has focused on the translation of public signs in scenic areas. In recent years, the research perspective has also extended to discourse genres, external publicity websites, and so on. There are only two studies on the Japanese translation of scenic area public signs in the city. Therefore, this article intends to summarize the current situation of Japanese translation in the Langzhong Ancient City Scenic Area based on existing research results, and further carry out corresponding normative countermeasures to make up for the shortcomings of existing research results.

2. Current Situation and Standardized Countermeasures of Japanese Translation in Langzhong Ancient City Scenic Area

When examining the current situation of Japanese translation in the Langzhong Ancient City scenic area, the author found that there are numerous signs of various sizes in the scenic area, which play an important role in providing tourists with scenic area introduction, tourism information, public service information, and other aspects. These signs are translated into four foreign languages: English, French, Korean, and Japanese. More than 80% of the signs have corresponding English translations. On the other hand, the corresponding Japanese translations on the signs are only about 10%, and they are mainly focused on the introduction of some scenic spots and cultural relics. There is almost no Japanese translation of public service information and safety warnings. For example, public service facilities such as "ticket office", "inquiry office", and "bathroom" do not have relevant Japanese translations. The lack of these Japanese translations will inevitably cause certain difficulties for Japanese tourists and affect their experience of scenic area services.

Moreover, there are problems with the Japanese translation of some signs in the scenic area. Some expressions are incorrect, and some translations are not standardized enough. Following the translation principle of "taking Langzhong culture as the orientation and translation as the focus", the following normative measures are proposed to facilitate tourists' understanding and acceptance, and enable them to gain more tourism cultural value.

Example 1: 阆中古城旅游景区导游全景图

Original translation: 閬中古城風致区パノラマ案内図

Modified translation: 閬中古城観光地ガイド全景図

Example 2: 阆中实景风水模型

Original translation: ラン中実景風水模型

Modified translation: 閬中実景風水モデル

Example 3: 阆中古城旅游景区简介

Original translation: 閬中古城風致区案内

Modified translation: 閬中古城観光地のあらすじ

Example 4: 后殿供有佛像。

Original translation: 後殿には仏像を供している。

Modified translation: 後殿には仏像が供えられている。

Example 5: 因杜甫两来阆中， 留下了70余首 （篇）诗文。

Original translation: 杜甫が2 回に渡ってラン中 へ来て、70篇余りの詩文を残した。

Modified translation: 杜甫が2 度も阆中 に来たため、70余編の詩文を残した。

Example 6: 内设镇江文化展示与品茗食宿， 供中外游客观赏留驻。

Original translation: 中には鎮江文化展示と 食事や宿泊施設を設置し、国内外の観光客に提供する。

Modified translation: 中に鎮江文化展示 と茶食宿を設置し、国内外の観光客に鑑賞と滞在を提供する。

Example 7: 华光楼又名南楼、 镇江楼， 始建于唐，屡遭火焚，历代复修，现存为清同治六年（1867）重建。

Original translation: 華光楼は、 別名南楼、 鎮江楼とも呼ばれ、唐に建設され何度も火災に遭い、歴代に掛け修復を行い既存建物は清同治6年に再建されたものである。

Modified translation: 華光楼は、 別名南楼、 鎮江楼とも呼ばれ、唐に建てられ、何度も焼かれ、歴代に修復され、現存して清同治六年（1867）に再建されたものである。

Example 8: 在山、水、城、 人互融的氛围中，一种呵护人类生态环境的念想油然而生。

Original translation: 山と水、城と人間が 互いに融和する雰囲気の中で、人類生態環境をケアする考え方が油然と湧き起こる。

Modified translation: 山、水、城及び人が溶け合う雰囲気の中で、人類の生態環境を守る考えが生まれた。

Example 9: 伍明万教授情衷乡土， 将创作的 26件 雕塑作品捐赠家乡，家乡于2009年建馆展览。

Original translation: 伍明万教授は郷土に衷情し、 26件の創作品を故郷に贈呈して、故郷では2009年に展示館を建設し展示した。

Modified translation: 伍明万教授は郷土に思いを寄せ、創作した26件の彫刻作品を故郷に寄贈して、故郷では2009年に開館して展示した。

Example 10: 阆中古城位于四川东北部， 嘉陵江中游，是我国整体风貌保护最完好的四大古城之一，是巴蜀现存最大的古城。

Original translation: 閬中古都は、四川省の北東部で、嘉陵江の中流に位置し、中国にて最も完備な4大古代都市の一つで、巴蜀に現存する最大の古都である。

Modified translation: 閬中古城は、四川省の北東部で、嘉陵江の中流に位置し、中国全体の風貌保護が最も完全な四大古城の一つで、巴蜀に現存する最大の古城である。

3. Conclusion

This article takes the Langzhong Ancient City Scenic Area as the research object, analyzes and summarizes the current situation of Japanese translation, including the gap in Japanese translation of the ancient city scenic area, as well as the current situation of mistranslation and omission of the ancient city scenic area. Based on this, following the translation principle of "taking Langzhong culture as the orientation and translation as the focus", practical and feasible normative measures are proposed for the Langzhong Ancient City Scenic Area to make up for the shortcomings of existing achievements and enrich relevant theories, It can promote the accuracy, appropriateness, and completeness of the external publicity of the Langzhong Ancient City Scenic Area, and provide certain reference data for future research in this field.

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