

Translation of Culture-Loaded Words from the Perspective of Foreignization and Domestication

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Abstract: Due to a variety of historical contexts, regional environments, religious cultures, social practices, and other considerations, each nation has developed distinctive cultural traits. Every language carries a national traditional culture. In addition to really viewing how a nation behaves, it is more crucial to study that nation's language, particularly through vocabulary learning, in order to comprehend its traditional culture and connotations. Therefore, it is essential to understand how to interpret Chinese words that are culturally loaded for foreigners so that they can comprehend Chinese culture. It is hoped that this study will assist in translating traditional vocabulary.

Keywords: Foreignization; Domestication; Culture-Loaded; Translation

Introduction

Nowadays, world political and economic relations develop with world economic integration and economic growth. At the same time, cultural exchanges between China and the West are becoming more and more frequent, and translation is the carrier of cultural exchanges, which plays an important role. With the development of history, due to the special existence environment, religious beliefs, social customs, value systems, and other factors, each nation has formed a cultural characteristic, so there is no shortage of culture-loaded words. Since culture-loaded words carry too much cultural information, it is extremely difficult to fully convey the meaning of culture-loaded words in the target language.

Overview of Translation of Scenic Spot

Public signs refer to text and image information that is open to the public, notices, instructions, prompts, displays, warnings, and marks related to their life, production, life, ecology, and business (Dai, Lv, 2005). It is the same as public signs at scenic spots. When entering tourist areas, tourists need guidance, and public signs should be concise and instructive. When tourists arrive at exact scenic spots, they are faced with rich landscapes and beautiful scenery. It is necessary to introduce the details of scenic spots that can deepen tourists' acceptance. At this time, the introduction to the scenic spots should be sufficient. Faced with the above two different situations, the languages used are different (Yang, 2007).

In tourism translation, the first purpose of translation is to arouse tourists' interest, and then tourists want to understand the history and culture of the scenic spots. The strategies of domestication and foreignization deal with the cultural differences in the translation process. In specific practice, there is not only foreignization but also domestication. Under normal circumstances, using strategy of foreignization needs to be expressed in the language of domestication.

Characteristics of Domestication and Foreignization

In 1813, Schleiermacher put forward that translation has two ways: the translator guides the reader to approach the original author, or the reader guides the translators to approach the reader. Based on this, Venuti (2004) put forward domestication and foreignization in *The Translator's Invisibility*. Foreignization means that it requires the translator to focus on the form and specification of the primitive, and if necessary, choose obscure words to translate the source languages, so as to provide the reader with a foreign-style work. Eugene Nida, a representative figure of domesticated translation, proposed in the "dynamic equivalence" theory that the translator should "use expressions that are closest to nature so that readers can find the most appropriate understanding in the target culture." (Sun, 2008).

Domestication requires the translator to approach the readers of the foreign language. The translator speaks in the same way as the original author and builds a bridge between the original author and the reader, the translation must become the native language. Domestication translation can help readers better understand the target text and enhance their appreciation of the translation.

The significance of foreignization is that the translator tries not to disturb the author and keeps the reader close to the author. That is,

take the source language as the destination. The purpose of applying the foreignization method is to reduce the differences in national culture to preserve and reflect the characteristics of foreign national languages and language styles and preserve the way of speaking that people who come from other countries for the translators and readers.

Translation requires translators to fully respect the words and sentences of the source work, which is different from the target language culture. In this regard, foreignization is undoubtedly the best choice in translation practice. At the same time, the translated text should also take into account the comprehension and reception of the target language recipients, and give consideration to the smoothness of the translated text. Since the choice between domestication and foreignization should always be considered in the process of translation, it is necessary for translators to make an accurate choice and find a balance between the author and the reader.

Applications of Domestication and Foreignization in the Translation of Culture-loaded Words

In translation, if the culture of the source language and the target language are strong and the forms of expression are different, how should we choose the translation strategy? In this part, the translation of cultural load words is introduced by the strategy of domestication and foreignization.

Applications of Domestication

Domestication divides the text content of the original language into the other languages and the culture system for transformation, so as to break through the localization between texts to the greatest extent and make the translated text easier to be understood and recognized by readers. The method of domestication translation is that translation should try its best to overcome the reading obstacles caused by cultural differences. In translation practice, literal translation can not solve the problem of translation of culture-loaded words, and free translation is needed at this time. When there is ambiguity in culture-loaded words in different cultures, domestication translation should be adopted.

Example 1 花港观鱼 Viewing Fish at the Flower Stream

Some people translate the scenic spot into Viewing Fish at Flower Harbor. But people in Hangzhou know there is no harbor in the West Lake. After looking at the information, you can learn that the west mountain of Hangzhou has a piedmont named Hua. It has a stream that is the source of the West Lake. So here named "Viewing Fish at the Flower Stream". Therefore, "Flower Harbor" is translated into "Flower Stream" by domestication translation.

When translating culture-loaded words, if there are proverbs corresponding to their meanings in the target language, they can be translated by domestication.

Example 2 曲院风荷 Breeze-ruffled Lotus at Quyuan Garden

Breeze-ruffled Lotus at Quyuan Garden is located on the west side of the West Lake. In the Southern Song Dynasty, a palace winery was built here, and lotus was planted on the lake. When there is a breeze in the summer, the smell of wine and flowers mixes, making it a great place to visit. The translator took the meaning of "breeze" from the original text so that tourists can notice the aroma of lotus in the pond when passing by the scenic spot. Although the smell of wine has disappeared, the lotus at the scenic spot is still the focus of viewing. This method of translation can make foreign tourists pay attention to the scenery of the lotus.

Example 3 九溪烟树 Nine Greeks Meandering Through a Misty Forest

In ancient times, people often used the word "nine" to express a large number. In fact, the streams in this mountainous area passed through the forest and surrounded the foothills, and many small streams merged together. "Yanshu" describes the appearance of water vapor on the water on a rainy day. The translator uses "misty forest" to express the mysterious appearance of the word "Yanshu".

Applications of Foreignization

Foreignization translation is intended to present foreign cultural features. In order to explain the different zones' cultures to readers who are not that zone people, sometimes we can use literal translation to translate culture-loaded words.

Example 4 仙蝠迎宾是漓江第一景

The first scene of the Lijiang River is "Birds Welcoming the Guests".

It is translated into "Birds Welcoming the Guests". Because it consists of a pictographic cliff that is connected with the river. The cliff is a karst phenomenon caused by collapse. Bats symbolize vampires in western culture, and bats are also birds. Therefore, translating the "bats"

into “birds” is more acceptable to foreign tourists.

Example 5 Rocky Mountains 落基山脉

The Rocky Mountains are located in western North America. The British colonists first arrived in the area of Assiniboine, Canada, and learned that the local Indian tribe was called “Stone”. The mountain is as bare as a stone without vegetation, so it is called “Rocky Mountain” and translated into English as “rocky”, which later expanded to the whole mountain range across the north and south. The Chinese word “Luoji” is transliterated from English. Transliteration mainly translates culture-loaded words such as place names. Transliteration is characterized by “Post-translation words and English”. Transliteration means clearly and accurately, and it is also the most convenient.

Example 6 黄鹤楼 Yellow Crane Tower

It is more flexible to adopt the foreignization strategy for scenic spots with rich cultural connotations. In ancient China, many poets used poems to describe the artistic conception of the Yellow Crane Tower. It is very difficult to translate the scenic spots to highlight the artistic conception and the cultural characteristics of China. Li Bai, a poet of the Tang Dynasty, described the Yellow Crane Tower as a lone sail in the distance with no shadow in the blue sky, and only the Yangtze River flowing in the sky. From the translation point of view, this poem is a description of the scenery, but the emotion contained in it was not well expressed by the poet. But the following translation reflects the poet’s emotion better “The lone sail vanishes at the end of faraway blue sky. Only surging Yangtze merging with horizon is seen”. Therefore, the alienation strategy can better reflect the expression effect that is similar to the original text.

Conclusion

In translation, the translator should consider the special meaning of the source language in its culture. People who grow up in different cultures have different language habits. Under the impact of two different cultures, the foreign words that are easily accepted by most people are integrated into cross-cultural communication. Other words that are not easy to understand are to be used in a method of domestication or foreignization to help people understand better.

Through foreignization and domestication, translators can shorten the distance between the author and the reader and then bridge it. Therefore, in the whole process of translation, domestication and foreignization, two different translation methods complement and influence each other, which is a dialectical unity of mutual understanding. At the same time, domestication and foreignization should be studied dynamically from multiple perspectives, at multiple levels, and in all directions by taking the characteristics of local culture as the carrier and referring to the research results of other disciplines so as to realize the purpose of intercultural and inter-linguistic communication.

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