

A Study on the English Translation of Public Signs in Scenic Spots in Colleges and Universities——A Case Study of Public Signs in Scenic Spots in Guang'an District

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Abstract: Public signs in scenic spots play the role of guidance, instruction and warning, and are of great significance to promote the development of scenic spots. Guang'an District has a strong historical and cultural heritage and the rapid development of tourism, but the English translation of public signs in the scenic spot has become increasingly prominent, mainly including nonstandard translation, spelling errors, logical confusion and grammatical errors. In order to promote the solution of such problems, this paper will analyze the current situation of English translation of public signs in Guang'an scenic spots, and put forward solutions to the problems of English translation of public signs through hiring professional translators, cultural difference training and regional cooperation.

Keywords: Public Signs; Tourist Attractions; English Translation Problems

1. Introduction

As the hometown of great men and the site of the red revolution, Guang'an District attracts many foreign tourists. In this context, most public signs in the scenic spot adopt bilingual signs. However, due to cultural differences and Chinglish problems, many public signs have wrong translation. Bilingual public signs are the business card of a scenic spot and a window for the external display of a scenic spot. Therefore, paying attention to and solving the problem of English translation of public signs is conducive to promoting the rapid development of tourism in Guang'an District.

2. Introduction and current situation of tourist attractions in Guang'an District

2.1 Introduction to scenic spots

Guang'an District of Guang'an City is a famous red tourist attraction in China. There are 27 revolutionary sites in the scenic area, including the former residence of revolutionary leaders, martyr cemetery and so on. Guang'an is strategically located at the junction of Sichuan and Chongqing. In addition to rich red tourism resources, cultural tourism resources and natural landscape resources are also very rich. Forest parks, geoparks, disaster sites, etc. represented by Huaying Mountain area. In short, all kinds of tourism resources meet the viewing needs of different tourists.

2.2 Current situation of the scenic spot

2.2.1 Wrong translation of publicity English

At present, the tourist attraction in Guang'an District is developing well. Whether it is natural and cultural landscape or red cultural resources, it has attracted a large number of tourists, and international tourists account for a large part. Therefore, bilingual public signs in the scenic spot are not only used as route guidance and health warning for tourists, but also play a role in cultural exchange and collision. However, due to cultural differences, regional differences, differences in Chinese and English language thinking, there are many problems in public English in the scenic spot.

Translation is not standardized. Different landscape resources are involved in the scenic area, including landform lava, waterfall, scientific research resources, revolutionary sites, geological disaster sites, etc., some public signs are used as tourist route instructions, and some are used as scenic spots. One scenic spot and one public sign are the consensus of most people. However, in the scenic spot, there are multiple translations of one scenic spot, or one translation represents multiple scenic spots. Therefore, many publicity English brings confusion to people. For example, in the translation of sites, sometimes “site” is used, and sometimes “ruins” is used. However, the emphasis of the two words is different. The former word means ruins and old sites in the dictionary. Therefore, when translating those revolutionary sites in the scenic spot, the formula English should use “site” “ruins” on the top of the dictionary focuses on ruins, that is, those that are completely damaged and have no use value. It can be used in the translation of disaster sites. However, many times in the scenic area, we see a mixture of the two, not only Guang’an District, but also in other areas, such as a scenic area in Ningbo. The translation of Hemudu site is “Hemudu site” and “the ruins of Hemudu”. Therefore, the problem of non-standard translation is easy to lead to misunderstanding and is not conducive to publicizing the culture and value of the scenic spot.

Misspelling. The spelling problem of public English is a very common mistake in the scenic spot. Just as Chinese has synonyms, antonyms and near words, they also exist in English language and culture. Chinese characters are relatively easy to distinguish, but English is not necessarily. Sometimes there is only one letter difference between two words, but the meaning is very different. Moreover, in the English language system, proper nouns need to be capitalized, verbs are divided into three tenses, and different tenses should be written in different ways. However, it is easy to ignore this in the scenic spot.

Logical confusion and grammatical errors. When translating the public signs in the scenic spot, the logic is chaotic, and the direct translation is only carried out according to the literal meaning. This is also the origin of many Chinglish. We often see this phenomenon of literal translation in our life. For example, the translation of boiled water by a candidate in CET-4 was embarrassed. This phenomenon also occurs from time to time in the scenic spot. For example, one of the public signs in Chinese is, “take good care of your property and beware of being picked”; Its English translation is as follows, “take care of your property and be aware of everything”. This is a word by word translation in full accordance with Chinese habits. But in fact, this translation does not conform to the English translation habit. In English, the awareness of warning usually does not use “take care of”, but should be translated as “Beware of pickpockets.” Therefore, the English translation of public signs should be carried out in strict accordance with the language habits of English. And when translating, we must pay attention to its tense, otherwise it is easy to make jokes. English pays attention to grammar and tense, and English thinking runs through it. For a simple example, we are used to the normal word order in Chinese, but we prefer inversion in English.

Cultural information mistranslation. As a carrier of cultural exchange and collision, if publicity English fails to pay attention to cultural differences and mistranslates, it is likely to cause cultural conflicts. For example, the public signs such as “special seats for the old, the weak, the sick and the disabled” are a traditional virtue in China. Therefore, the English translation is, “reserved for the old, infirm, sick, disabled and pregnant.” However, in western countries, “the old” means old and useless people. This description does not respect their performance. Not only did it not play the role of cultural communication, but also hurt each other’s friendship. Therefore, we should pay attention to the cultural differences of public English, so that public signs can become the messenger of cultural communication.

3. Solutions to the problems of English translation of publicity English in Guang’an District

3.1 Hiring professional translators

The reason why there are many problems in the English translation of public signs in Guang’an scenic spot is that on the one hand, the audit is not strict, resulting in errors in the English translation of public signs; On the other hand, the professional knowledge of the personnel responsible for translation is not qualified. Therefore, to solve a series of problems in formula English, including spelling, logic, grammar and so on, only professional talents can be employed. Professional translators have a better understanding of their own culture and Western culture. They will fully consider various details such as thinking and language habits in translation, which is conducive to reducing the occurrence of errors.

3.2 Cultural differences training

The scenic spot is a window for cultural exchange, and the public signs in the scenic spot are cultural business cards. Therefore, before the text translation of public signs, all personnel should be trained in cultural knowledge, including local customs, language habits, thinking habits, etc., in short, it is necessary to achieve the accurate translation of each public English. Only by fundamentally solving the problem can the errors in the English translation of public signs be effectively curbed.

3.3 Regional coordinated development

Guang'an is located at the junction of Sichuan and Chongqing, not far from the surrounding cities. In addition, the connection of various traffic lines is conducive to the combination of golden tourism routes in Guang'an District. We should take ourselves as the starting point, open up the traffic arteries between the surrounding cities and carry out collaborative development with the surrounding areas. Promoting regional coordinated development is conducive to the "going out" of Guang'an District, absorbing excellent cases of other scenic spots, promoting its own development, as well as mutual cooperation among scenic spots and promoting the emergence and development of tourism characteristics.

4. Conception of future tourism development in Guang'an District

At present, although Guang'an tourist attraction has a good development momentum and rich tourism resources, there are still many problems in the development of the scenic spot. First, Guang'an tourism is still in the primary stage and is not mature enough, mainly manifested in the lack of passenger capacity and high reception pressure; Secondly, a large number of scenic spots are in a natural state, and the development and construction are not enough; In addition, the supporting infrastructure of the scenic spot is not perfect; Finally, the characteristic products of the scenic spot have not been developed. In the face of this series of problems, Guang'an District must take measures to improve and solve them. In terms of self-development, accelerate the development of pillar industries in scenic spots and increase the income in scenic spots; Considering tourists, we should establish a large distribution center and speed up the development of supporting infrastructure; From the perspective of culture, we should excavate the characteristic tourism culture and establish a distinctive tourism image; In terms of scenic spot management, we should speed up talent training and introduction, strengthen tourism management, and create a good scenic spot environment for all tourists.

5. Conclusion

In short, the public signs in scenic spots are of great significance. It is not only related to the satisfaction of tourists, but also related to China's international image. We should strive to create a cultural card of public signs and make great efforts in the translation of public signs. In order to translate tourism public signs more accurately. On the one hand, we should optimize translation strategies, expand cross-cultural knowledge and improve cross-cultural awareness; On the other hand, the whole society should work together to create a healthy environment and provide the possibility of a virtuous circle for the translation of public signs. As a famous scenic spot for red tourism, Guang'an District has many revolutionary sites. Therefore, it should set an example, not only solve the English translation errors of public signs in the scenic spot, but also continuously improve and improve various infrastructure in the scenic spot, create a good environment for all tourists in the scenic spot and make its own contribution to promoting cultural exchanges.

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