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ECO-TRANSLATOLOGY ENGLISH-CHINESE TRANSLATION

TECHNIQUES FOR EST

Abstract: *Based on the analysis of translation examples, this paper studies the application of translation selection adaptation theory in English-Chinese translation of scientific and technological texts from the microscopic point of view, and puts forward three English-Chinese translation techniques of EST from linguistic, cultural and communicative dimensions: appropriately reducing prepositions and conjunctions, researching culture loaded expressions and appropriately adjusting sentence group logic chain.*

Keywords: *Eco-translatology, Three dimensional transform, EST Translation*

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Introduction

Eco-translatology is an ecological approach to translation based on oriental wisdom and occidental concepts first proposed by Chinese scholar Hu Gengshen and it is mainly developed by the notion of translation as adaptation and selection[4, p.49-65]. Since its emergence, eco-translatology has attracted increasing attention mainly in China but little abroad. At present, most of the studies on eco-translatology focus on the macro-research of the enrichment and development of the theory and medium-scale application the theory to analyze the existing translation in China. There are few micro-researches on the application of eco-translatology theory in guiding the translation practice in specific fields. Therefore, this paper studies the application of translation selection adaptation theory in English-Chinese translation of EST from the micro-perspective through the analysis of translation examples.

1 The Three Dimensional Conversion Translation of Eco-translatology

1.1 Translation as Adaptation and Selection

Eco-translatology systematically applies ecological principles and takes ecological principles as the guidance to systematically explore translation problems[2, p.104-111]. And Its core theory is theory of translation as adaptation and selection. Professor HU Gengshen of Tsinghua University published the book *Translation as Adaptation and Selection* in 2004. Based on Darwin's theory of biological evolution, this book draws on the core ecological concepts of 'ecological environment' 'selection' 'adaptation' and 'survival of the fittest' and defines translation as 'translator's selection activities to adapt to the ecological environment of translation'. In the process of translation, the translator should 'adapt' to the ecological environment of translation, that is, the 'world' presented by the source language and the target language should 'select' the translated text with the highest fitness, that is, 'translation process = translator's adaptation + translator's selection'. It is further pointed out that the translation process is an alternating cycle of translator's adaptation and selection.

1.2 The Three Dimensional Transformation Translation Principle from the Perspective of Eco-translatology

Three dimensional translation is a translation principle derived from eco-translatology,

which includes linguistic dimension, cultural dimension and communicative dimension. Translators should give full play to their subjective initiative in the process of translation, and comprehensively consider the balanced transformation of ‘three dimensions’ to ensure the high adaptability of the translation in the target language environment. Adaptive choice translation in language dimension means that the translator should make a reasonable transformation of the language form of the translation according to the specific translation environment, including language structure, wording collocation, pronunciation and meaning. Adaptive choice translation in cultural dimension refers to the translator's need to reasonably transform the cultural connotations of the source language and the target language in the translation process to avoid misunderstanding. Adaptive choice translation in communicative dimension means that the translator should truly, objectively and accurately reflect the information intention conveyed by the original author, so as to achieve the purpose of communication.

2 Translator’s ‘Three-Dimensional’ Adaptation and Selection in English-Chinese Translation of EST

2.1 Translator’s Adaptation and Selection in Linguistic Dimension in English-Chinese Translation of EST

Linguistic dimension transformation mainly refers to the translator’s adaptive selection transformation of language forms in the process of translation[1, p. 2-4]. In the process of E-C Translation of scientific texts, the translator should first actively integrate into the ecological environment of the source language, and strive to ‘adapt’ to the various linguistic elements of the source text, that is, to make a detailed analysis and thorough understanding of the vocabulary and syntax of the original English text. On this basis, the translator should respect the differences between the two language systems, fully understand the ecological environment of the target language, and ‘select’ the appropriate Chinese language form to convey the original information completely.

Example 1:

Original text: David Cicilline, who chairs a committee in America’s Congress that examines antitrust issues, described Apple’s fees as “highway robbery” and lamented

the lack of “real competition” on iPhones.

Translation: 美国国会反垄断委员会主席大卫·西西林将苹果的收费行为描述为“拦路抢劫”，并扼腕叹息苹果手机上缺乏“真正的竞争”。

English is a parataxis language while Chinese is a hypotaxis language. So in Chinese, cohesion between components of a sentence is not necessary. While in English, cohesion between components of a sentence is necessary so prepositions and conjunctions are common. In order to adapt to the ecological environment of the source language English, the translator should fully understand the information conveyed by the form of cohesion between components of a sentence. Then, the translator should select to transform the information into the hypotaxis Chinese. In example 1, the prepositions and conjunctions ‘as’ ‘of’ ‘on’ are removed in target language Chinese so as to select to adapt the target language Chinese ecological environment.

2.2 Translator’s Adaptation and Selection in Cultural Dimension in English-Chinese Translation of EST

Culture is the sum of beliefs and behaviors of a social group [3, p.105]. Adaptive choice transformation of cultural dimension is to refer that translators pay attention to the transmission and interpretation of bilingual cultural connotations in translation.

Example 2:

Original text: Reports of the death of the salesman have circulated since the first dotcom boom.

Translation: 自第一次互联网蓬勃发展以来，有关推销员这一职业走向消亡的报道就一直在流传。

Through Internet search, it can be found that the original 'the death of the salesman' has a cultural dimension metaphorical meaning in the source language English ecological environment. In English culture, there is a popular drama *Death of a Salesman*, which reveals the hardships of the salesman's career and the ruthlessness of American capitalist society through the death of the hero, salesman Willy Loman. The original text implies the above cultural memes. Therefore, in order to choose the cultural dimension that adapts to the Chinese ecological environment of the target language,

the translator extends the original intention and translates it into Chinese as ‘推销员这一职业走向消亡’.

2.3 Translator's Adaptation and Selection in Communicative Dimension in English-Chinese Translation of EST

In the process of translation, in addition to the transmission of linguistic information and cultural connotation, the translator should also pay attention to the adaptive selection transformation of bilingual communicative intention, focus on the communicative level of selection transformation, and pay attention to whether the communicative intention in the source language is reflected in the translation. Communicative intention is included in sentences order that reflects logical order in people's mind. Communicative intention not only focuses on the micro-sentence discourse, but also depends on the macro-level logical cohesion of sentences, conveying a complete semantic from the perspective of discourse. Then, the word order of the sentence is an integral part of the communicative dimension of the language ecological environment. The order of sentences in the source language English is often sorted according to the importance that the author thinks. First, the author evaluates the most important contradictions and conflicts. Then, according to the author's subjective evaluation of the importance of information, it is arranged from high to low. In the ecological environment of the target language and Chinese, the order of sentences in the sentence group is often arranged according to the objective logical order of time or space for the sake of readers' easy understanding. In English-Chinese translation of scientific texts, translators should not only adapt to the choice of words and sentences, but also to the logical order of sentences, in order to optimize the translation text in the communicative dimension.

Example 3:

Original text: 1. Rodial's founder, Maria Hatzistefanis, threatened a libel action against 2. Dalia Nield, a plastic surgeon who had expressed concerns about Boob Job in the press. 3. Ms Hatzistefanis backed down, but not before a 4. campaign had been launched by scientists and commentators who saw her as part of a dispiriting trend of companies threatening legal action against those who take scientific issue with their claims.

Translation: 2. 整形医生达利娅·尼尔德曾在媒体上表达过对隆胸手术的担忧。
1. 故而柔黛公司的创始人玛丽亚·哈兹斯蒂法尼斯扬言威胁要对尼尔德医生提起诽谤诉讼。
4. 闻听此事，科学家和评论员发起了一场运动，将这场诉讼视为一种令人沮丧的趋势，即公司扬言威胁对那些在其主张中提出科学问题的人采取法律行动。
3. 这场运动使得哈兹斯蒂法尼斯女士最终撤诉。

In order to adapt to the ecological environment of the target language, the translator chooses to adjust the sentence group order from 1-2-3-4 to 2-1-4-3 according to the logical order of the occurrence time of the event. It is easier for the target language Chinese readers to understand by the logical order of the occurrence time of the event.

3 Some Translation Techniques based on Three Dimensional Translation

3.1 Moderate Reduction of Conjunctions and Prepositions in Linguistic Dimension

As far as the linguistic features of English and Chinese are concerned, English pays more attention to hypotaxis, uses conjunctions and prepositions, and has obvious logical cohesion. Chinese pay attention to parataxis, lack of explicit logic words, omitted phenomenon is common. Therefore, in EST English-Chinese translation, the conversion from English hypotaxis to Chinese parataxis is carried out by moderately reducing conjunctions and prepositions. From the perspective of eco-translatology, the original text, the translated text and the translator exist in a unified ecological environment, and the relationship between them needs to be organically integrated.

3.2 Research of Culture-Loaded Expressions in Cultural Dimension

In the process of English-Chinese translation of EST, the translator tries to adapt his translation to the original 'translation ecology environment' from the cultural dimension. Therefore, for the culture-loaded words in the original text, it is necessary to use the Internet and other tools to research the data, so as to adapt deeply to the cultural ecological environment of the source language, correctly select the translation, and realize the adaptive transformation of the translation in the cultural dimension.

3.3 Transformation of Logical Order Among Sentences in Communicative Dimension

In the process of English-Chinese translation of EST, from the perspective of communication, the translator should truly, objectively and accurately reflect the original information intention to convey in the ecological environment of source language English. Moreover, from the perspective of adapting to the easy understanding of the target language Chinese readers, the translator should choose to adjust the word order appropriately so as to achieve the purpose of communication.

4 Summary and Discussion

Eco-translatology refers to an approach to translation studies that is characterized by an ecological conception and distinct with an interdisciplinary orientation. Eco-translatology clearly defines translation as the translator's selection and adaptation to the translation eco-environment. This concept focuses on the translator's subjective initiative and emphasizes that translation is a process in which the translator's adaptive selection and selective adaptation to the translational eco-environment alternate. In the process of English-Chinese translation of EST, the translator should complete the selection and adaptation of the source language English and the target language Chinese from three dimensions: linguistic dimension, cultural dimension and communicative dimension. The translator should comprehensively use the translation techniques proposed in this paper to translate English into Chinese, moderately reduce prepositions and conjunctions, research data for culture-loaded expressions and moderately adjust word order, and finally obtain the Chinese translation with the highest integration adaption. In addition, eco-translation theory also provides a new path for translator training by its interdisciplinary perspective. Under the theory of translation as adaption and selection and the theory of language-culture-communication three dimensional transformation between bilingual, new curriculum system and teaching materials would be designed.

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生态翻译学选择适应论视角下的英汉科技翻译技巧

摘要：本文基于翻译实例分析，从微观角度研究了翻译选择适应理论在科技文本英汉翻译中的应用，并从语言维、文化维和交际维提出了科技英语的三种英汉翻译技巧：适当减少介词和连词、文化负载词转换和适当调整句群逻辑链。

关键词：生态翻译学、三维转换、科技翻译