

CHAPTER 8

THE C-E TRANSLATION OF WEB-BASED JINGCHU CULTURE TOURISM TEXTS UNDER THE GUIDANCE OF VARIATIONAL TRANSLATION THEORY

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ABSTRACT

There exist some translation errors in the present Chinese-English translation of web-based Jingchu culture tourism texts which hinder the realization of informative and vocative functions of tourism texts. As for pragmatic translation errors, there exists improper treatment of explicit or implicit information, and some cultural terms lack necessary explanations; with regard to cultural translation errors, some decisions dealing with Chinese tourism writing conventions are inappropriate, such as flowery expressions and coverall contents and formal style; as for linguistic translation errors, apart from lexical or grammatical mistakes, some translations have loose syntactic or textual structures. The main causes of the translation errors are the careless or irresponsible attitude of translators and their lack of language competence and full consideration on text functions and target readers, including their different cultural backgrounds, reading habits, aesthetic expectations, etc. Thus, under the guidance of Variational Translation Theory, translators should overcome the problems, and flexibly adopt addition, deletion, edition and condensation techniques and their corresponding variational translation methods to make suitable adjustments to the original, in content, style or form, aiming to provide effective translations which can well achieve the informative and vocation functions of tourism texts, and conform to English readers' reading habits and cater for their expectations.

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