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Study on the C-E Translation of the Red Tourism Texts from the Perspective of Rhetoric Persuasion Theory

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Abstract

Translation about red tourism texts is essential in international publicity translation. As red tourism texts are informative and vocative, the rhetoric persuasion theory hence is introduced to analyze the translation of and be guidelines to red tourism texts. It is found that the translator's audience-oriented awareness as well as reasonable persuasion methods will achieve an acceptable effect.

Keywords

Red tourism translation; Rhetoric persuasion theory; Publicity material translation.

1. INTRODUCTION

Rhetoric has long been regarded as "the art of persuasion". The purposes of rhetoric lie in communication and persuasion. It depends on language and expressive skills to effectively express ideas and exert impact on the targeted audiences. Translation, which helps to communicate and exchange ideas between two languages and cultures, is such a complicated process that has the illocutionary functions. It bears some similarities with rhetoric, which aims to communication and uphold argument or defend oneself. Therefore, translation itself is a sort of dual or even multiple acts of rhetoric. "International publicity translation" (IPT for short) is an essential inter-cultural communication (Li&Zhang, 2009: 79). Under the rhetoric theory derived from the western world, IPT owns the characteristics and essence of the rhetoric persuasion in that it influences foreign audiences' cognition, attitude and even further action.

The tourism industry has been thriving these years. The scenic spots have sprung out in the past two decades, but many publicity materials, especially their translation is far less satisfactory. Red tourism is a common tourism activity in China in which tourists visit historical memorial sites of revolution and relics and experience the revolutionary spirit they carry as attractions. People can learn about the history and traditions of past revolutions, invigorate the spirit, relax and meanwhile increase their knowledge through tourism. The Outline of the National Red Tourism Development Plan from 2004 to 2010 issued in 2004 by the Chinese government defined the overall idea, layout, and major measures of the development of red tourism. Accordingly, increasing studies focus on tourism texts translation in the academic circle. This thesis intends to study the red tourism texts in Hunan Province under the rhetoric persuasion theory and provide some suggestions to meet a satisfactory effect.

2. THEORETICAL FRAMEWORK

Rhetoric has long been regarded as a figure of speech whose main function is to enhance language beauty and its expression vividness. Professor Liu Yameng once pointed out, "Rhetoric is a subject and practice which has been rooted in the western culture. In the western context, it includes 'persuasion art', 'good learning', 'a kind of practice through symbolic means to

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influence people's mind, feelings, attitudes and behaviors." (Liu, 2008: 2) Aristotle argued "Let rhetoric be [defined as] an ability, in each [particular] case, to see the available means of persuasion." (Aristotle, 2007:37) The famous Aristotle' s three persuasion concepts are "ethos, pathos and logos." (Aristotle, 2007:15) Therefore, in this part the rhetorical persuasion is mainly analyzed in terms of these three concepts.

First and foremost, ethos is the top mode of persuasion, since the communication is undergoing between the speaker and the audiences. If the audiences accept the speakers' persuasion in that the speaker's good image and reliability impress them, persuasion resorts to ethos. Aristotle spend much ink in the speaker's character in his masterpiece, On Rhetoric: A Theory of Civil Discourse. As Aristotle wrote in Book 1, Chapter 2, "There is a persuasion through character whenever the speech is spoken in such a way as to make the speaker worthy of credence; for we believe fair-minded people to a greater extent and more quickly than we do others, on all subjects in general and completely so in cases where there is not exact knowledge but room for doubt. " (Aristotle, 2007: 38) Aristotle also put forwards three specific kinds of ethos character, including good sense, virtue and good will. The audiences normally tend to trust such a person of these three characters. Hence, the speaker should spare no efforts to show his or her favorable characters. But when it comes to translation, the disparities of different countries, languages and cultures should be considered. The translator should be aware that some characters is advocated in the original language while not accepted in the target language. In this case, the translator should adopt reasonable strategies and methods to assure a satisfactory degree of acceptance among the target readers.

As for the second method, pathos, Aristotle depicted it as "putting the audience in the right frame of mind." (Aristotle, 2007: 50) People always share common feelings on some topics. When the hearer generated the emotions by the speech, they will pay attention and be inclined to accept the speaker's ideas or proposals. Therefore, the speaker has to consider the audiences' inner world and spare no efforts to arise or control their emotions so as to induce them to make the judgment desired. However, not all emotions are expected to be created, such as shamelessness, unkindliness, or hostile.

At last, resorting to logos means the speaker should tell audiences facts directly, give examples and analyze its inner logic as well. Aristotle regarded enthymeme and paradigm as two methods in rhetorical persuasion. Enthymeme is a kind of syllogism

The principles of resorting to logos can also been applied to translation studies, too. Translation has to convey the meaning in the original text and generate the acceptance effect in the target text, therefore, multiple translation strategies are alternatively used, like domestication and foreignization, for the cohesion and the logic of the whole text.

3. RHETORIC PERSUASION STRATEGIES IN RED TOURISM TEXTS

Hunan province enjoys enormous tourism resources. The former residences of a large number of early leaders of the Communist Party of China and the revolutionary martyrs located there. Moreover, many revolutionary activities and major historical events took place in Hunan. As we mentioned before, red tourism texts are multifunctional, for it has the functions of instruction, information and description. In the cross-cultural communication, they servers to enhance the appeal of the scenic spots through description and rich information. Translators should consider the audiences' interests and their acceptance level and adopt reasonable methods to maximizes persuasion effect. This part will analyze some representative red tourism texts in Hunan province, taken from the Official Website of the People's Government of Hunan Province.

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3.1. Resorting to Ethos

Resorting to ethos means to depend on rhetor's moral quality and credibility. Ethos is established upon rhetor's personal character and speech method. The rhetor persuades audiences by obtaining their trust and even influence their mind. As for the red tourism text translation, the translator should have a good command of the contents in the original language and culture so as to successfully convey its virtue and good will to win the audiences' trust. Deeds of many well-known leaders of the Communist Party of China and distinguished revolutionary martyrs will impress visitors due to their virtue and great contribution to the PRC's founding and rejuvenation.

Example 1: (The introduction to the Former Residence of Mao Zedong毛泽东故居介绍)

Chinese introduction(excerpt): "毛泽东(1893—1976)，字润之(原作咏芝，后改润芝)，笔名子任，湘潭韶山人。伟大的无产阶级革命家、战略家、理论家，马克思主义中国化的伟大开拓者，中国共产党、中国人民解放军、中华人民共和国的主要缔造者"。（引自湖南省人民政府门户网站）

English introduction(excerpt): "Mao Zedong was born here on Dec. 26, 1893. He spent his childhood and boyhood here. In the fall of 1910, he left this village for study. After he joined the revolution, Mao Zedong returned Shaoshan for 5 times, for the purpose of revolution, inspecting or visiting his villagers. In 1966 he came here for the last time and spent the time in Dishui Cave (Dripping Water Cave)" (cited from hunan.gov.cn.).

The Chinese introduction to this scenic site mainly emphasizes Mao's multiple identities. However, the English introduction reorganizes the content and emphasizes on Mao's personal experience, revolutionary spirit, and ambition. The Chinese version was written in an inductive way while foreign audiences prefer deductive reasoning. Actually, foreigners prefer specific description than a generic introduction to a person. In addition, a series of identities can not make the audiences know Mao's personal characters. In this way, translation is audience-oriented. Translator put himself or herself into a situation where the audiences stand. The translator conveys Mao's virtue and good will through telling personal experiences and facts. Considering different cultural background between readers of source language and target language, the translator uses literal translation and free translation to translate "滴水洞" for a better understanding.

Example 2: (The introduction to Peng Dehuai Memorial Park彭德怀纪念馆介绍)

Chinese introduction(excerpt): "彭德怀(1898—1974)，原名得华，号石穿，湘潭人。中国共产党的优秀党员、杰出的共产主义战士，伟大的无产阶级革命家、政治家和军事家，1955年被授予元帅军衔。在近半个世纪的革命斗争生涯中，他南征北战，历经艰险，为中国革命的胜利，为人民军队的成长壮大，为保卫和建设社会主义国家，作出了卓越的贡献。其光辉战绩、崇高思想和优良作风赢得了全党、全军和全国人民的深切爱戴。"（引自湖南省人民政府门户网站）

English introduction(excerpt): "Lying at the foot of Wushi Peak, Xiangtan, Peng Dehuai Memorial Park is mainly composed of a bronze statue, a memorial hall, the former residence of Peng Dehuai, and his tomb, fully displaying the life and work of Peng Dehuai and praising his heroic deeds" (cited from hunan.gov.cn.).

The Chinese publicity text also focuses on Peng's various identities, giving high praise for his life and achievements. But the English introduction avoids talking about his Party membership or making judgment about him, just presenting a brief and objective introduction encompassing the site's location, major components and a generalization of Peng's heroic deeds and noble characters, which is more acceptable for foreign visitors when they are browsing on the website and more vocative for foreign tourists to pay a visit.

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In summary, if the rhetor adapt the rhetorical strategies according to the audience's cultural cognition and background, the acceptance effect will be satisfactory. This also requires the translators to put himself or herself in the shoes of the audience, to study their needs and to select or reorganize the content of the original text, rather than a literal translation to the Chinese publicity materials.

3.2. Resorting to Pathos

A translator can also apply Aristotle' s pathos, a persuasion strategy to arise audience's emotion. If audiences are moved, it is more likely for the rhetor to achieve purposes through having an assessment of audiences' emotional conditions.

Example 3:(The introduction to the Memorial Hall of Accepting Japanese Surrender after the Anti-Japanese War芷江受降旧址和纪念馆介绍)

Chinese introduction(excerpt): "芷江受降旧址和纪念馆主要包括受降纪念坊、中国战区受降旧址(中国战区受降典礼会场旧址、中国陆军总司令部旧址、何应钦办公室旧址)、受降专题史料陈列展馆、兵器陈列馆、受降亭等纪念性构筑物和少量辅助建筑物。"（引自湖南省人民政府门户网站）

English introduction(excerpt): "The memorial hall is located at Qiliqiao in the eastern suburbs of Zhijiang County. It is composed of a memorial archway, the Chinese-American Air Force Club, an exhibition hall in memory of the victory over Japan and memorial stone inscriptions. This is the only group of buildings in memory of China to accept Japan's surrender" (cited from hunan.gov.cn).

Peace is the common vision of the humankind. In memory of the victory against Japanese aggression and remind people of the history, the target text tries to arise people's emotion of cherishing peace that we have obtained nowadays. Nevertheless, as for "抗日战争", foreign audiences may not accept it as "Anti-Japanese War" because the prefix "anti-" is usually collocated with "irrational incidents or behaviors"(Zhou, 2016:143). It may be misunderstood by foreign visitors or arise some uncomfortable feelings because the term seems to stand against all the Japanese people. The Central Compilation and Translation Bureau issued some suggested English expressions about "抗日", in which "中国人民抗日战争" was translated as "the Chinese People's War of Resistance against Japanese Aggression(the War of Resistance). The author thinks this expression is more acceptable，so a suggested translation of "芷江受降旧址和纪念馆" may be "the Memorial Hall of Accepting Japanese Surrender after the War of Resistance against Japanese Aggression".

3.3. Resorting to Logos

Resorting to logos means to persuade audiences by "truth" or proof. In C-E translation of red tourism text, logos refers to a series of evidence exhibited to audiences as a support of rhetor's idea. Deductive and inductive modes of reasoning are often used. Specifically, giving definitions, comparison, analyzing, interpretation, exemplifying and other means are applied to show the objectivity of speech and the reasoning process so as to convince audiences. The translator sometimes has to make adjustments in reason and argumentation so as to make audiences feel that the information conveyed in the original text can be consistent with the thinking logic and

cultural traditions.

Example 4: (The introduction to Hunan Martyrs Park 湖南烈士纪念塔介绍)

Chinese introduction(excerpt): "湖南烈士纪念塔，由湖南省政府于20世纪50年代，为纪念近百年来，特别是新民主主义革命以来为民族复兴、人民幸福而英勇献身的湘籍革命烈士修建。纪念塔历经60多年的风雨而巍峨耸立如初，陪伴了几代长沙人的成长，成为无数长沙人心目中的精神符号。"（引自湖南省人民政府门户网站）

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English introduction(excerpt): "Hunan Martyrs Park is the largest park in Changsha integrating commemoration, sightseeing and entertainment. Built in 1951 and opened to the public in 1953, Hunan Martyrs Park covers a total area of 153.3 hectares. On the 58.7-meter memorial tower lies an inscription written by Chairman Mao. Inside, we can find over 90 martyrs' portraits and the famous sayings collected from more than 100,000 Hunan martyrs…"(cited from hunan.gov.cn).

The concrete data show a large number of people who have devoted themselves to the process of the liberation and rejuvenation of China. Moreover, a collection of oft-quoted statements made by these martyrs is more persuasive to convince the foreign visitors of facts or historical events happened in China.

Example 5:(The introduction to The Memorial Hall of Former Residence of Marshal Luo Ronghuan)

Chinese introduction(excerpt): "罗荣桓故居和纪念馆主要包括罗荣桓故居——异公享祠、罗荣桓出生地——新大屋、罗荣桓青少年时期革命活动旧址群、罗荣桓元帅生平业绩陈列馆、罗荣桓元帅铜像纪念广场等。异公享祠重檐挑角，雕梁画栋，体现着湘南民间优秀建筑文化的无穷魅力。罗荣桓元帅生平业绩陈列馆采用中国传统庭院式布局，设有序厅、4个展厅、尾厅、罗帅办公室、卧室复原陈列室等展区。罗荣桓元帅铜像纪念广场分为三级，由196级石梯相连。第三级广场中心位置上，坐东南朝西北，矗立着一尊高8.1米的罗荣桓元帅铜像。"（引自湖南省人民政府门户网站）

English introduction(excerpt): "The Memorial Hall of Former Residence of Marshal Luo Ronghuan is located in the South Bay Street, South Bay Village, Ronghuan Town, Hengdong County in the prefecture of Hengyang. It is an important place in the Chinese famous tourist 'golden channel' of 'Nanyue Mount Hengshan---Mount Jinggang'. It is about 70 kilometers away from Nanyue Mount Hengshan, and only 3 kilometers away from the famous Xiyan Fairy Cave, known as the 'The first beautiful scene of Southern Hunan'…" (cited from hunan.gov.cn.).

The persuasive strategy of logos is also explicit. The translator uses other well-known tourist attractions (including "Nanyue Mount", "Xiyan Fairy Cave") to map out a rough location for foreign visitors.

4. CONCLUSION

On the whole, to build a solid tie and good-will image with foreign countries, international publicity translation is essential. As the red tourism texts is one kind of international publicity materials, it is necessary to convey the actual Chinese stories and culture to foreign audiences with various cultural background in a correct way. The rhetoric persuasion theory provides translators with new guidelines to translate red tourism texts. In C-E translation, translators can resort to these three rhetoric persuasion modes, adopting audiences-oriented method to produce more acceptable text to achieve the motives. In a nutshell, from the perspective of international publicity translation, the translator has to ensure that his or her translation is agreeable to foreign audiences.

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