

An Empirical Study on the Translation Errors of Public Signs Based on Urban Tourism

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Abstract: English public signs are a business card that can not be ignored in urban tourism. The purpose of this paper is to provide suggestions for translation and teaching institutions so that to promote the translation and use of public signs, promote the introduction, translation and use of public signs, and discuss the application of public signs translation methods and translation theories in public signs translation.

1. The summary and present situation of public signs

The application of public signs is very extensive, the development of local public signs translation standards in China is determined by local development and actual needs, mainly covering road traffic, tourist attractions, business services, health care, financial institutions, sports facilities and organizations. Public signs are an important part of social use. The object of a public sign is a foreigner who is native to English or a foreigner in English as the second language, it carries out specific and clear public to communicative tasks. Public signs is not the complete meaning of English signs, nor the whole meaning of the definition of the Chinese dictionary. Its Chinese translation is also confusing, such as public signs, markers, signs, revealing words, warning words and so on. According to the definition of the definition of "symbol" of the connotation and extension of the "signs" of the national standard, the language is for publicity to the public in public content, open and face the public, notices, instructions, tips, display, warning, marking its life, production, life, ecology, life bound together in a common cause text and graphics information. It includes signs, signs, road signs, advertisements, commodity instructions, travel guides, social publicity, announcements, warning and so on. As a communication tool, it in plain and easy icon or text and icon combined with other ways to convey the necessary and useful information to the public, is indispensable in people's lives.

2. An analysis of common mistakes in the translation of Chinese and English public signs and criteria for translation

When translating person deixis in Chinese legislative texts, corresponding translation principles is needed to be complied with so as to accurately transfer information and avoid ambiguities according to respective characteristics. In order to avoid the translation errors, certain translation principles and strategies should be followed so as to enhance the translation quality of tourism text.

Through investigation and empirical study, the members of the research group divide the existing problems in the translation of Chinese and English public signs in Hebei province into three categories:

2.1 Verbatim translation

The translation of this form of translation makes Chinese hard to be translated into English, which is a typical Chinese English. It's meaningless to translate the sentence word by word. Not only often because of cultural differences caused by miscommunication or misunderstandings, and create a false impression of the translation of public signs in the public mind. For example: Shijiazhuang is my home, clean by everyone. Original translation: Shijiazhuang is our home, so each of us should keep it clean. The translation of word by word appears to be lengthy and lengthy.

The appropriate translation is that Please Keep Shijiazhuang Clean and Clear. With Please, the imperative sentence is not so strong, and it increases the natural feeling of the original.

2.2 Spelling mistakes

I had carefully observed and recorded the bilingual public signs in several large supermarkets in Shijiazhuang, and found many such mistakes. Such as: Fitness Equipment (Blod-building apparatus, should be changed to: Body-building...), Stationery (stationers goods, should be changed to: stationery...), Socks (Hosie, should be changed to: Hose or Hosiery), Fresh produce on the third floor(The large fresh soles field of 3F, soles should be changed to sales), Cleaning products (lean the articles, should be changed to clean articles ordetergent products),Parking lot (Car park, should be changed tparking), Department store (Bazzr,should be changed to bazaar,more accurately is General Merchandise).This is a clear spelling mistake. This may be the fault of the translator, perhaps the fault of the merchant's staff.

2.3 Lack of Intertextuality

Intertextuality refers to one or several other symbol systems in one or several symbol system conversion, and the source discourse style or intention is well preserved in the target language in discourse. For the translation of public signs, refers to the construction of public signs translation text should conform to the rules of discourse and cultural norms of the target language language community, and maintain the original language discourse of illocutionary force. If someone translates the ticket verification office into Chinese word order to "Check Ticket" or abuses the gerund, it is translated as "Ticket Checking", and the correct translation is "Ticket Check". For example, "Prohibition of vehicle" passage is translated word for word "Prohibition of vehicle passage", but the commonly used language in English speaking countries is "No Thoroughfare".

With the development of China economy, China plays an increasingly important role in the world arena, but also attracted more and more foreign tourists come to China, tourism English public signs as one of the foreign exchanges and promote the China culture important bridge, plays an important role in establishing the international image of Chinese. However, the translation of public signs in tourist attractions is not satisfactory. There are various problems. On the one hand, it has caused some difficulties to foreign tourists, and on the other hand, it has damaged the image of China in the world. In order to promote intercultural communication and establish a good image of the country, it is necessary to carry out in-depth and systematic research on this subject

Some principles that should be followed in the translation of public signs:

2.4 Loan Translation

The structure of English speaking countries public signs towards internationalization, plus some words the immobilization, translation can take the method of borrowing translation.

2.4.1 In translation, it can be stylized in full according to a certain format or sentence pattern.

If "do not do something" "do not" "do not" "do not" and so on, can use "No + noun" or "ING form".

No Entry: No Admittance, No spitting: "No spit-ting", smoking prohibited: "No Smoking";

"Special", "only", can be used in the form of "noun +ONLY".

Hands Off, Keep Off the Grass.

Staff Only, VIP Only, Staff Only"

Do not do something", you can use the off phrase or "Do not + verb".

2.4.2 Carry out "borrowlism"

Check In, Sterilized, Full Booked, Pay Parking, Sold Out, Business Center.

2.5 Imitating

Because of the difference of culture and thinking, a public sign expresses good meaning in one country, and the meaning expressed in another country is just the opposite. If the translation is

unsuitable, it may cause misunderstandings or unhappiness. Therefore, in translation, we should try to follow the expression habits of the target language and imitate the similar expressions in the foreign public signs. This can avoid overly direct, imposing signs or with unfamiliar vocabulary and vulgar slang translation. For example, in English speaking countries, "attention" and "care" are used to use Caution:+ nouns or Mind+ nouns.

Caution:wet floor! Mind your head "Caution"translate into: risk of danger!

Another example is the sign of a restaurant, "Three yuan to eat, five yuan to eat good ". The English translation is "All you can eat", which is borrowed from the North American Restaurant Sign "All you can eat".

2.6 Creative translation

When translating public signs with Chinese characteristics, because no ready or similar public signs can be imitated or borrowed, we should dare to recreate and make the difference between inside and outside. In this way, when both Chinese and foreigners see the English part of the Chinese people which to achieve the best communication effect.

Eg: Green hotel, First class service to all guests, All Sale Everyday, Ready to serve.

2.7 No Translate

With the call of the slogan is to Chinese see, for English will let foreigners think that is the government for their request, so there is no need to translate. Such as "first-class city" and "civilized" tourists "big 30 days for star level hotel". In order to prevent the abuse of the Chinese signs don't translate. In public places has "prohibited in the park anywhere", "no graffiti" and "peddler prohibited" logo if translated into English, foreign friends will feel very funny, the result can only be affected China image. It is best not to translate this kind of sign language.

3. The improvement and study on the translation of public signs

Standardization and creativity are the two characteristics of the English translation of tourist attractions, and the two principles that must be observed in the English translation of public signs. Features of the language and standard strictly, in fact, there are many English conventions into suggestive vulgar, warning signs, so we should make full use of the existing resources, at the same time, the application should be combined with the context, to ensure that the above three items of empirical research, the author believes that the translation of public signs should be improved and studied from the following aspects:

1). Part of the reason for the overflowing of public signs translation errors is that the academic circles do not have enough research in this field. It is understood that there are very few papers related to the translation of public signs published in China by the Chinese Academic Journal online. In order to standardize the translation of public signs, the media and academic institutions should make efforts to transmit the research trend in the academic field in a timely manner.

2). All walks of life should emphasize the role of professional translation in purifying language environment activities, emphasize the necessity of establishing specialized agencies to standardize language, and think that relevant government departments should also strengthen this awareness.

3). To realize the interaction of theory and practice of translation theory in the translation of public signs of innovation and practice is a necessary condition for the development of translation theory and practice, and summed up the theory. In the practice of public signs translation, we will also discuss relevant translation theories, such as equivalence translation and equivalent translation, cultural connotation translation process, descriptive translation oriented functional research and translation corpus research.

4. Conclusion

The Chinese and English translation of public signs is not only the responsibility of the academic community, but also the responsibility of the public. He translation of public signs is a large and

trivial project, translators need to attract the attention of the whole society, and, in a sense, the translation of public signs is a concrete manifestation of a country's foreign exchange and the level of construction of humanistic environment, so to establish an open, perfect system of correction. The implementation of a full range of supervision and inspection, to call for people to participate, to all the non-standard signs to report the correct start from each of this, clear the "city garbage" to create a clean and comfortable environment of international language.

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