

An Analysis on the Mistranslations of Local Government Websites from the Perspective of Skopos Theory: A Case Study of Hengyang City Government

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Abstract

With the development of globalization and China's opening up to the outside world, municipal government websites and their English versions play an increasingly important role in promoting cross-cultural communication and international exchange. Skopos Theory is divided into three principles, mainly the principle of purpose, followed by the principle of faithfulness and the principle of coherence. This study aims to analyze the translation of Hengyang Government's English websites based on the Skopos Theory Three Principles, to investigate the reproduction of the Skopos Theory Three Principles and how to achieve the Skopos Theory Three Principles through specific translation methods. Through analysis and comparison, it is found that there are many small mistakes in the English translation of the website, which violate the rule of Skopos. This study can also be used for reference in translation practice and help translators understand the translation of publicity on government English websites and appreciate the unique charm of publicity translation.

Keywords

Hengyang English Website; Three Principles of Skopostheorie; Cross-cultural; Publicity; Mistranslation.

1. Introduction

With the deepening development of world economic globalization and political multi-polarization, and the continuous improvement of national opening-up level, the English version of the government portal website, as an important support and platform for foreign cultural exchanges, has developed rapidly and become an important channel for promoting international exchanges. Hengyang Government English Website came into being as the times require. It plays an important role as Hengyang's publicity to show its image and let foreigners better understand themselves. Through analysis and comparison, it is found that there are many minor errors in the text, such as grammatical errors, cultural deficiencies, inadequate collocation of idioms, lack of timely updating of the names of things that have been officially translated, inappropriate use of literal translation, free translation, omission and addition, etc. In fact, the translation of government English websites belongs to publicity translation in the final analysis, so it is very important to reflect its purpose. Skopos Theory enlightens the purpose and principle of website translation, finds a large number of examples from the translated text to analyze the problems encountered in the process of translation, and on this basis, summarizes its coping methods and strategies.

Skopos Theory is a theoretical model of translation developed by German scholars such as Reiss, Vermeer and Nord. It emphasizes the realization of the expected function of the translation in the target language. It holds that translation is a purposeful communicative activity and opens up a new perspective for translation studies. Reiss maintains that the function of text should be

regarded as a criterion of translation criticism, that is, to evaluate the source text from the relationship between the function of the source text and that of the target text. Vermeer developed Skopos Theory on the basis of behavioral theory, emphasizing that translation methods and strategies must be determined by the intended purpose or function of the translation. Vermeer holds that three principles should be followed in the process of translation: the rule of purpose, the rule of coherence and the rule of faithfulness. Among them, the rule of purpose is the primary fundamental rule, and the latter two rules are subordinate to the rule of purpose. Nord emphasizes that the translated text should be close to the reader. When translating, the translator should pay attention to the necessary adjustment of the original text by using expressions that conform to the cultural concepts of the target language and the structural patterns of the idiomatic language. Therefore, Skopos Theory emphasizes that translation is a purposeful linguistic communicative act of human beings, and the purpose of the act determines the strategies to achieve the expected functions. In the process of translation, the translator should not consider the source text and its functions emphasized by the text-centered theory, but one or more communicative functions that the target text should achieve in the cultural environment of the target language. Therefore, Skopos Theory plays an important and direct guiding role in the translation of publicity materials [1].

According to the analysis, there are few studies on translation of English websites. There are only 55 results on KNOWN, among which there are only 5 under the guidance of Skopos Theory. However, in recent years, more and more attention has been paid to the study of teleology in academic circles. Although there are many studies on the English translation of government websites, the analysis of mistranslation is still insufficient, especially the lack of guidance from translation theory. Especially, the analysis of mistranslation from the perspective of Skopos Theory is very rare. There is little discussion on the English translation of government websites in Hengyang City. Therefore, this study tries to fill this gap.

2. Theoretical Framework: Skopos Theory

2.1. Historical Development of Skopos Theory

The origin of German Functionalist Skopos Theory of translation can be traced back to Katharina Reiss's *Translation Criticism: The Potentials & Limitations*, which proposes the embryonic form of functionalist theory. As a student of Reiss, Hans J. Vermeer inherited and developed Reiss's thoughts. In his works *Ground Work for a General Theory of Translation* and *A Skopos Theory of Translation: Some Arguments for and against*, the definition of translation and skopos theory were elaborated in detail. Nord's *Translation as a Purposeful Activity: Functional Approaches Explained* is the most detailed work on functionalist translation theory so far. In addition, many foreign scholars have commented on this theory, such as Mona Baker's *Routledge Encyclopedia of Translation Studies* and Mark Shuttleworth & Moira Cowie's *Dictionary of Translation Studies*, both included its related concepts and contents of the theory [2].

The theoretical basis of Skopos theory translation theory is behavioral theory, and the core of behavioral theory is that every action must have a purpose.

Nord divides human behavior into unintentional behavior and intentional behavior. The latter divides into two-way (interactive behavior) and one-way. The two-way behavior divides into human-to-human interaction and human-to-material interaction. On the other hand, human interaction is divided into communicative and non-communicative interaction, and communicative interaction is divided into intra-cultural communication and cross-cultural communication. Cross-cultural communication is divided into intermediary communication and non-intermediary communication. Cross-cultural communication is translation behavior. Translation behavior is divided into active text and passive text behavior. Passive text is divided

into cross-cultural consultation and cross-cultural technology writing. Active text behavior is translation, which is divided into oral translation (that is, interpretation) and written translation (that is, translation)[3].

According to this behavioral theory, Nord defines translation as a kind of interactive behavior involving many aspects, namely, "translation is a form of interactive behavior generated by translation", "translation is intentional interactive behavior", "translation is interpersonal interactive behavior", "translation is a communicative behavior", "translation is a cross-cultural behavior", "translation is an act of text processing[4].

2.2. Three Rules of Translation Based on Skopos Theory

Nord summarizes German functionalist translation theory and summarizes three principles of translation: Skopos rule, coherence rule and fidelity rule.

2.2.1. Skopos Rule

Nord summarizes Reiss's and Vermeer's translation theories and states that "the supreme rule of translation is the rule of purpose, that is, the act of translation is determined by its purpose." That is to say, 'means of purpose determination'[5]. The so-called purpose, she quoted Vermeer as saying: "Every text has a certain purpose, and it should be achieved. Therefore, the Skopos Rule states as follows: translation/interpretation/speaking/writing should be carried out in the way that the text/translation can play a role in the context in which it is used, and also in accordance with the role that the users of the text/translation and others want the text to play." (Nord, 2001:29). Nord continues to quote Vermeer as saying that "the purpose is to translate consciously and continuously in accordance with a principle of respect for the target language text. This theory does not point out any principle: it must be analyzed in detail [6].

Nord divides the purposes of translation into three categories: "In the field of translation, we can distinguish three possible purposes: the general purpose, that is, what the translator wants to achieve in the process of translation (or, for example, 'make a living'), the communicative purpose, that is, what the target language text achieves in the target language environment (or, for example, 'educate the reader'), and what a specific translation strategy or process achieves." (For example, 'literal translation is to show the structural uniqueness of the source language')[7].

2.2.2. Coherence Rule

Nord divides the law of coherence into intratextual coherence and intertextual coherence. The so-called intratextual coherence refers to "the target language text should be acceptable and meaningful, that is, the target language text should be consistent with the receiving environment. "Coherence" is synonymous with "part" of the recipient's environment and culture"[8]. Intertextual coherence, also known as the principle of loyalty, refers to the relationship between the source text and the target text within the framework of Skopostheorie-oriented translation.

2.2.3. Fidelity Rule

On the basis of systematically summing up the various academic thoughts of the functionalist school, summing up the criticisms and solutions received by the functionalist theory since its formation, Nord found that skopos theory has two defects: one is due to the unique translation mode of culture. If the culture of the recipient of the translation requires the faithful reproduction of the original text and the translator fails to take into account this requirement, the translator should explain the reasons to the recipient of the translation; another defect is caused by the relationship between the translator and the author of the original text. Although there is the law of faithfulness in translation, the law of faithfulness should be subordinated to the law of purpose[9]. If the Skopos Principle requires the translation to deviate from the original without restriction, according to the relationship between the three principles

mentioned above, the translator can translate without restriction from the original. If there is no degree to grasp this deviation, Skopos Theory will lose its significance of existence. In response to this shortcoming, Nord further proposed the principle of loyalty as a supplement to teleology. The principle of loyalty requires the translator to be responsible for all the participants in the process of translation and to coordinate the relations between them. That is, when the interests of the initiator, the target language reader and the original author conflict, the translator must intervene in the coordination and seek the consensus of the three parties. In short, the theoretical framework of the principle of loyalty is designed to take into account the interests of the initiator, the target language reader and the original author, so as to avoid the translator's arbitrary rewriting[10].

2.3. Application of Skopos Theory in the Present Study

This study aims to analyze the translation of Hengyang Government's English websites within the framework of Skopos Theory, and to find out the performance and shortcomings which violate the skopos Theory in website translation. Such as grammatical errors, lack of culture, improper collocation of idioms, and the names of things that have been officially translated have not been updated in time, which violate the rule of skopos. And it also has a series of problems such as the improper use of literal translation, free translation, additional translation and so on, which violate the rule of coherence and loyalty. Comparing the source text with the translated text, this paper investigates the absence of the three principles in the translated text, and how to realize the three principles by using specific translation methods, with a view to providing reference for translation practice.

3. Mistranslations in Hengyang Municipal Government English Website Violating the Three Rules of Skopos Theory

To some extent, the establishment of the English website of the local municipal government is itself a way of publicity. Unlike literal translation, which focuses on vividly reproducing the characteristics of the original context, publicity translation requires readers to understand the translator's true reports of objective events. Due to the uniqueness of publicity translation, its translation needs to choose correct theories and methods as guidance in practice.

The analysis of the translation outline is only the first step in the translation task. The translation team also needs to analyze the text type of the source text. According to the content, the foreign version of Hengyang government website can be roughly divided into politics, economy, society and life, which belongs to "expressive" and "infectious" texts. Current political genres mainly include policy documents related to local policies and policies and important speeches by local party and government leaders, which are typical "expressive" texts. Because the "core" of expressive text is the thought of the speaker, the author and the sender of the discourse, the position of the "author" in the text is "sacred", and the individual components of the author constitute the expressive elements of the "expressive text". For the translation of such texts, we should use document-based translation method, as close as possible to the syntactic and semantic structure of the source language, so as to accurately express the contextual meaning of the source language. At the same time, most of these genres involve the local government's major policies and basic policies, political influence and local image, and also reflect the author/speaker's political attitude and language style. Therefore, when translating, we must keep up with the meaning of the source text and the author's ideas, and never change or even exert them at will, so as to add the translator's personal views.

The second major section of English website translation is enterprise advertisements, brochures and speeches in various exhibition activities. This kind of text belongs to the "infectious" type. Its purpose is to publicize the image of enterprises and institutions, to let

foreign readers or consumers know themselves in the most direct and effective way, or to let consumers have purchasing desire and purchasing behavior. When translating such texts, it is not enough to achieve "information equivalence". It also needs to play a powerful "inducement" function to "incite" and "induce" so as to arouse readers' sensation and action. Therefore, when translating such texts, we should use the "instrumental" translation method.

3.1. Mistranslations Violating the Skopos Rule

According to skopos rule, it required correct understanding of the original text. As builders of cross-cultural communication bridges, translators should first fully understand China's national conditions, familiarize themselves with the formulated national policies, and correctly understand the original text, otherwise translation errors will occur[11].

And explain the vocabulary with Chinese characteristics. In the process of publicity translation, besides considering the cultural traditions and values of target readers, translators also need to take into account some political factors in publicity translation. The government work report is the work report and deployment made by the government to the people of the country. It contains many names of government agencies and policies of special significance that are not available in English. This requires that the translators have a full understanding of the vocabulary with Chinese characteristics and avoid translating only at the literal level and causing confusion to the target language readers.

And conform to the usage of the target language. The target readers of publicity translation are foreigners. When translators work, they should carefully study the cultural customs and language usage habits of the target language readers, and translate the materials with the readers' thinking mode so as to make them fully acceptable to the readers.

Eg1: Situated in Hengyang City, Hunan Province, Mount Hengshan is one of the China's Five Sacred Mountains. The mountain range runs 150 km from Hengyang to Changsha. Of the cluster of 72 peaks, the most known is Zhurong Peak.

“衡山” should be Mount Heng in the official translation, but the English translation in the website has not been changed. In addition, ZhuRong Peak, the author did not give an explanation, but a brushstroke. ZhuRong Peak has a wonderful myth about the origin of his name. ZhuRong Peak was named after ZhuRong, the God of fire. According to legend, ZhuRong was the Minister of Emperor Huang in ancient times. He was the God of fire. After human invented drilling wood for fire, he could not keep fire and could not use fire. ZhuRong became an expert in fire control because he was close to fire. The Yellow Emperor appointed him as a fire officer. Because he was familiar with the situation in the south, the Yellow Emperor also named him a disciple, in charge of southern affairs. He lived in Mount Heng and was buried in Mount Heng after his death. In order to commemorate his great contribution to people, ZhuRong Peak, the highest peak of Mount Heng, was named ZhuRong Peak. In the old saying, "wish" is lasting, and "melt" is bright, so that he will always be bright. Without parentheses, foreign tourists may not be able to appreciate the beauty. They only know that it is the highest peak of Mount Heng. So, just where to see a high mountain is not to see it. Therefore, due to the lack of Chinese and foreign culture, and the fact that our target readers are foreign tourists, it is necessary to add translations and annotations.

Eg2. From those tremendous changes we could fully realize the important of education and “9 persistences” that President Xi proposed, and it's the basic guidance of educating.

With “fully”, the whole sentence is completely expressed in Chinglish, and the requirement under the guidance of Skopos Theory is that the translated text should be close to the reader. When translating, the translator should pay attention to the use of expressions that conform to the cultural concepts and structural patterns of the target language, and make necessary adjustments to the original text. Skopos Theory emphasizes that translation is a purposeful linguistic communicative act of human beings, and the purpose of the act determines the

strategies to achieve the desired functions. The whole sentence is much more authentic without the word "fully". In addition, important is an adjective, and in this phrase the... of should use a noun in the middle, which should be changed to importance. It shows that the translator is not careful enough, and the most basic grammatical errors should not be made.

Eg3. We urge them to strengthen their consciousness of the need to maintain political integrity, think in big-picture terms, follow the leadership core, and keep in alignment, and to uphold the authority of the Central Committee and its centralized, unified leadership.

“政治意识、大局意识、核心意识、看齐意识”， These four“意识”are the new formulations of leaders, which are common in recent years' political literature. Translators should not translate them literally according to the sentence pattern of the original text: “political consciousness”, “overall consciousness”, “core consciousness” and “alignment consciousness”, Such a translation cannot be easily understood by the target reader, or even a grammatical error. In this case, it is necessary for the translator to interpret these expressions first and then translate them, that is, to carry out so-called interpretative translation, so that the target reader can understand the meaning of them.

Eg4. We will improve systems for regeneration of croplands, grasslands, forests, rivers, and lakes, and set up diversified market-based mechanisms for ecological compensation.

The term "休养生息" originally refers to a social and economic policy that began in the early Han Dynasty: after war or social unrest, it relieved the burden of the people, stabilized their lives and restored their vitality. It also has the meaning of rest and recuperation, cultivation of sentiment and so on. So it belongs to semi-professional technical vocabulary. In case 4, it is used in the context of agriculture and forestry to reduce and regulate the utilization of cultivated land, grassland, forest, rivers and lakes so that they can regain their vitality and restore their functions. The term "regeneration" is used in the agroforestry environment to refer to the regeneration of various plant resources, accurately conveying the purpose of the original vocabulary.

3.2. Mistranslations Violating the Coherence Rule

According to the coherence rule, it required to avoid redundancy. The grammatical structure and linguistic norms of Chinese and English are different [12]. In terms of sentence structure, Chinese emphasizes hypotaxis and English emphasizes parataxis; in terms of word collocation, Chinese pursues elegance while English expresses frankness. There are many modifiers in Chinese propaganda materials, while English sentences generally only state facts. In the process of publicity translation, the translator should pay attention to removing some unnecessary modifiers to make the translation concise and clear.

And reduce grammatical errors and achieve the purpose of translation. In the process of translating articles on government websites, except for grasping the main idea of the articles and highlighting the author's writing purpose, we should also pay attention to reducing grammatical errors in the process of translation in order to ensure the reader's fluency in reading articles. Only in this way can the text be coherent, and the readers will not be affected by grammatical translation errors in the process of reading, thus restricting the purpose of the article to be conveyed.

Eg5: Xidu town in this county is a national civilized health county, 18 kilometers from Hengyang City, Hunan Province's second largest city, and through Jiefang West Road and Chuanshansi Road, it connected with Hengyang city.

In the first clause, “civilized” already contains the meaning of health, so there is no need to use health, and the English expression does not use health to modify city. In the second clause, “18 km from...” lacks phrases and cohesion is not smooth. It should be changed to “far away from...”, so that the sentence can be more rigorous. In the third clause, an “and” should be added at the

beginning, otherwise the whole long sentence can easily become a saliva sentence. In the last clause, chuanshansi Road does not have such a road name in HengYang, either “Chuanshan Temple” or “船山西路. If it is “船山西路”, it should be translated as Chuanshan West Road.

Eg6: The most eye-catching track, unfolding the historic local culture, magnificent view and distinct customs and morals, is the bridge leading to the country and even the world. He hoped each runner enjoy the attractive game with speed and enthusiasm, and perform brilliantly by pressing ahead.

What the author wants to say in this sentence is that this track is a bridge “通向” the country and even the world. But in English, bridge is used to express either two place names, or link, “is a bridge links the...”. In the second sentence, hope is misused. A modal verb, such as can/will/shall should be added before enjoyment.

Eg7: In 2018, the Center continuously improved its service ability and working level, various tasks fully complicated, winning more than 13 collective honors and 31 advanced personal honors.

This sentence is translated into Chinese as :2018年，中心不断提高服务能力和工作水平，各项任务全面复杂，获得集体荣誉13项以上，个人先进荣誉31项以上。Maybe it's the wrong word, otherwise the sentence can't be translated. Perhaps “complicated” should be “completed” instead, so that the sentence meaning is complete. Another sentence is a flowing sentence, lacking a conjunction, or can be translated into several sentences. In addition, sentences are flowing sentences, lacking conjunctions. Or it can be translated into several sentences, for example, In 2018, the center has continuously improved its service ability and working level. Its tasks were fully completed, and has also won more than 13 collective honors and 31 advanced personal honors. In this way, the word order will be much smoother.

Eg8. Plenty of activities on disaster reduction have been carried out including first-aid skill contests and drills to beef up the country's disaster prevention capability, the ministry said.

“Plenty of activities on disaster reduction have been carried out,” and “including first-aid skill contests and drills to beef up the country's disaster prevention capability,” are two sentences. Therefore, between these two sentences, either add a conjunction or separate, turn this into a clause, so that the sentence will look much more beautiful. In the principle of coherence, the translation must conform to the criterion of intra-textual coherence, i.e. the readability and acceptability of the translation, which enables the recipient to understand and make sense in the culture of the target language and the communicative context in which the translation is used.

Eg9: “抓大放小” was translated into “to seize the big and free the small”, When foreigners look at the fog, they will ask: what is the big one, and what is the small one? Therefore, interpretative translation is indispensable: “Manage large enterprises (well) while easing control over small ones.”

3.3. Mistranslations Violating the Fidelity Rule

When translating government websites, Skopos Theory is adopted to make the translated articles more in line with the government. The translation purpose of the website is influenced by many factors in the process of translation, so in the specific process of translation, specific problems should be analyzed concretely, the two principles of purpose and loyalty should be followed, the two principles should be combined, and a high-quality translation team should be formed actively to continuously improve the translation level of this translation team, so that they can make fewer mistakes in the process of translating government websites[13]. When translating texts, they should try their best to combine the readers' reading habits and make political decisions. The translation of government websites can achieve real results. In the process of translation, attention should also be paid to publicizing the policies of the national

government so that foreigners can fully understand the actual development of our society in the process of browsing the Chinese government website. In the process of translating government websites, we should adopt specific translation methods according to the factors affecting translation, overcome the common problems in the process of translating, and improve the structure of government websites.

Eg10: Liao Jian, Deputy Secretary of the Municipal Party Committee, Director of the United Front Work Department of the Municipal Party Committee and Head of the Municipal Charity Work Coordination Group, attended the event and presented awards to enterprises, individuals and projects that were listed on the charity list.

“The Municipal Party Committee” in the second clause may be able to save translation and replace it with other words, such as “it”, to change the sentence structure and avoid verbose repetition. In the latter two clauses, the position of “that” is easy to refer to unknown, referring to two activities, or to “enterprises, individuals and projects” behind it. The best way is to add a comma before “that” and change “that” to “which”.

Eg11: In the past year, 553 institutions, enterprises and institutions in Hengyang City, nearly 40,000 caring people participated in the “Charity Day” activity, raising funds of more than 17 million yuan, an increase of 59.8% over the previous year, becoming a powerful brand with the widest and deepest influence among the cities in Hunan.

As in Example 1, since “Charity Day” has already been quoted and “participated in”, foreign readers will know that they are participating in the activities at first glance, so there is no need to add “activity”, which will appear redundant and inconsistent with foreign expressions.

Eg12: Hengyang 1st International Marathon achieved great success.

Eg13: Deng said, as a time-honored sport game, marathon sparkles with the spirit of challenging yourself for conquering limits, as well as sticking to the end.

These two sentences have a very slight grammatical error. The correct usage should be “achieved a great success” and “sports game”. This is a customary expression in English.

Eg14: First, I hope that the youth will chase your dreams and have aspirations, listen to the Party's words consciously and follow it forever.

“Follow it forever” is not rigorous, the Party will have different requirements at different times, with “forever” gives the feeling that these words should always be obeyed, in accordance with this requirement “forever”. Under the guidance of Skopos Theory fidelity Principle, the translation must be objective and appropriate to the original text, so it should be “always follow it”.

Eg15: Travel advertisements exaggerate their ability to describe their place as “人间仙境，世外桃源”，And translate it literally to earthly fairyland。In fact, fairyland refers to the wonderful fairy tale world. It is not appropriate to use the Garden of Eden, paradise and other terms. It is better to use plain and simple words. For example, a retreat / beaten track away from the hustle and bustle of the city, and it would be more acceptable to Westerners to publicize and attract them to go sightseeing.

4. Conclusion

Through analysis and comparison, it is found that there are many small mistakes in the English translation of the website, such as grammatical errors, lack of culture, improper collocation of idioms, and the names of things that have been officially translated have not been updated in time, which violate the rule of skopos[14]. There are a series of problems such as the improper use of literal translation, free translation, additional translation and so on, which violate the rule of coherence and loyalty. In fact, the translation of the English website of Hengyang

Municipal Government belongs to the translation of foreign publicity in the final analysis, so it is very important to reflect its purpose.

German Functionalist Skopos theory is a set of scientific and complete translation theories. From its emergence to its development and perfection, the theory has absorbed many disciplines, including action theory, information theory, reception aesthetics and discourse pragmatics[15]. The essence of translation is defined in many ways. This paper puts forward the concepts of purposiveness and interculturalness of translation, and extends them to translator's action. It affirms the translator's position as an expert in intercultural communication and provides theoretical support for translators to exert their subjectivity. Emphasis is placed on the guiding role of "translation directives" in the translation, thus reducing the inviolable status of the original text, highlighting the purpose of the translation in the context of the target language, regarding the original text as the source of information, upgrading the translator's translation behavior to the level of text creation, and enhancing the translator's status. At the same time, the three principles of Skopos Theory and the principle of "function + loyalty" provide certain constraints and requirements for translators in the process of translation practice.

The establishment of government English websites is the result of globalization and a special way of publicity which has been developing with China's diplomacy. This requires that translators not only possess excellent bilingual transformation ability, intercultural communication ability and comprehensive knowledge reserve, but also have serious and correct political literacy. Only in this way can we act as an excellent interpreter on the stage of global communication, strive to promote the achievement of diplomatic purposes and promote cross-cultural exchanges. The translation of English websites of local governments is conducive to foreign friends' better understanding of the local political, economic and cultural ecology, so as to better understand China. However, it is worth noting that this is publicity translation, which requires the translator to state things objectively and try to be close to the source culture, which is conducive to highlighting the guiding role of Functionalist Skopos Theory in publicity translation. Lack of scientific understanding of translation makes it easy for some translators to blindly pursue the seemingly "equivalence" between the translated text and the original text. However, due to the cultural differences between Chinese and English, literal and dead word-to-word translation can easily lead to the result that the actual functions of the translated text run counter to the intentions of the spokesperson. The flexible application of Functionalist Skopos Theory in publicity translation includes literal translation, free translation (interpretation, addition, subtraction) and other translation strategies, which provide sufficient theoretical support. In order to achieve the purpose of publicity, it is necessary and reasonable to interpret, add, delete or even rewrite the original text properly. With the vigorous development of China's diplomacy, more and more excellent translators are required to arm themselves with scientific translation theory, and at the same time, correct their working attitude, and work diligently in translation practice and textual research. Only in this way can they continuously improve their ability to contribute to the cause of the motherland's diplomacy. Website translation is a new industry in the 21st century. It will flourish with the integration of international economy and politics. However, behind the prosperity of website practice is the lack of relevant theoretical research. Skopos Theory holds that the purpose of translation action determines the strategy to achieve the desired goal, and the adoption of translation strategy depends on the translation outline and text type of the translation client, so it is very suitable for website translation. Website translators should take the initiative to use this theory to produce translations that are not only in line with the client's translation purpose, but also "loyal" to the target language recipients and the source text, so that website translation can develop healthily and continuously in the 21st century[16]. Due to the limited research time, the study of Skopos Theory of Functionalist Translation is still not deep enough,

and the understanding of its guiding significance in publicity is not comprehensive enough. The author will continue to study hard and improve it.

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