A Study on Translation of Words and Expressions with Chinese Characteristics from the Perspective of Skopostheorie

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Abstract

Nowadays, the economy, culture, and science and technology of various countries are integrated with each other, and the exchanges between countries are becoming more and more frequent. China's figure is occurred in all aspects of each country. In recent years, the figure of China has been seen everywhere on the international scene. In keeping with its responsibilities and strength, China has actively participated in international affairs and has steadily increased its international position and influence. China's development is increasingly closely linked to that of the world. China's characteristic vocabulary plays an important role in the expression of Chinese thought, and only a proper translation of China's characteristic vocabulary can help foreigners better understand China. Therefore, studying the translation of words with Chinese characteristics is becoming necessary. This paper studies the characteristics, classification and influencing factors of words with Chinese characteristics. Based on the Skopostheorie , the paper sorts out the translation problems of words with Chinese characteristics and puts forward the translation methods suitable for words with Chinese characteristics.

Keywords

Skopostheorie ; Vocabulary with Chinese characteristics; Translation methods.

1. Introduction

With the continuous development of China, China has achieved much progress in different fields such as politics, economy and so on. More and more foreign friends are eager to know China. China is also making great efforts to spread Chinese culture to every corner of the world. The research background together with research significance and purpose will be discussed in this part.

1.1. Research Background

As we all know, cultural exchanges have become increasingly close between China and other countries since the reform and opening up. China is playing a cumulatively role in the international matters. On the one hand, China's booming development and rapid improvement of its international status, especially the completion of the poverty alleviation task by 2020, have made many countries and people who want to get rid of poverty expect to better understand China's success tips. On the other hand, China is also looking forward to offering its strength and wisdom to other poor countries and their people to solve the poverty problem. Language becomes a bridge of communication and trade between countries. In international communication, some words and expressions with Chinese characteristics are used more and more frequently. They not only reflect things with Chinese characteristics, but also show the inheritance and development of Chinese culture from the side. The implication is that there is no actually English equivalent for words and expressions with Chinese characteristics. Chinese words contain thousands of years of Chinese history and culture, so it is not easy for foreigners who are familiar with Chinese history or who do not know much about it to understand them.

1.2. Research Significance and Purpose

Nowadays, China has increased its international status significantly and played a pivotal role in a cumulative globalization economy. Meanwhile, China is trying to build a variety of communication links to show his profound cultural foundation, which can be understood by the world. The other countries around the word are eager to learn more about Chinese social and economic accomplishments. There is no doubt that translation is an integral part for the process, which makes it important for us to carry this kind of translation.

As is known to all, of all the components that make up a language, culture has the most influence on vocabulary. Different cultures can be reflected in their corresponding languages. You can learn a wide variety of cultures through the process of translation. Most of foreigners get information about China through the translation work. Therefore, it is our responsibility to manifest our culture in material world, social structure, inner world and anything else by the words correctly. Skopostheorie solves many translation problems. In the process of translating Chinese and English political texts, translators can properly use the Skopostheorie to guide their translation practice. This study studies the translation of words with Chinese characteristics from a new perspective, deepens the theories in this field, and effectively avoids cross-cultural misunderstandings, bringing convenience to foreign readers.

2. Literature Review

As far as words with Chinese characteristics are concerned, different people have different opinions. Different opinions will lead to different translations of words with Chinese characteristics. And many scholars at home and abroad have pay attention to studies on the translation of words and expressions with Chinese characteristics. Moreover, the relevant researches on Skopostheorie will be also discussed in this section.

2.1. Researches on the Translation of Words and Expressions with Chinese Characteristics

The words with Chinese characteristics are the important information carriers for the world to understand China. The translation of the words with Chinese characteristics is of great practical significance. There are also many studies on words with Chinese characteristics. Although the existing research achievements, there are still many frontier to explore. Since different countries have different culture, it is the primary task for the translator to convey the original meaning of the source text to readers in the target text. Huang Youyi (2004) puts forward two principles: "one is taking cultural difference into consideration to cross cultural barrier; and the other is to be familiar with foreign language customs in order not to fall into a cultural grasp". Gu Jin (2005) says: "Considering the cultural difference, foreign countries conditions, common aspiration of the people and the standard of value, translator should offer comprehensible translation works for foreign readers so as to raise the transmission effect". "Translating the words and expressions with Chinese characteristics based on the cultural background, translators should use the words that foreigners can accept and understand easily". (Jian Zhang，2001). All the scholars hold the opinion that words and expressions with Chinese characteristics generate on Chinese specific background, which needs in-depth analysis and patients during the translation process. Of course, the author should make a better understanding of the words and expressions with Chinese characteristics because most of words and expressions have a wide range, remanding profound cultural background. For instance, the word "Three Represents" in Chinese shows the Chinese communist party always represent the great development of China's advanced productive forces, the direction of Chinese advanced culture and the basic interests of all people in China. Foreigners get confused when they hear three representatives. Therefore, as the translator, it is our responsibility to

help foreigners understand Chinese characteristic words including Three Representatives. At the same time, we need pay attention to cultural background when translating.

In the writing Comments on English News Style and Essay Writing, Words, the writer accumulated enormous fodder about the words translation between English and Chinese and the ways on how to translate the Chinese new words appropriately into idiom. The book is written from macro and micro perspectives respectively. The main parts include general survey, individual experiences, causerie and illustration (Quanhong Yang, 2001). The translation of proverbs is also unavoidable in the translation of political texts.

Some foreign scholars have done the research on words and expressions with Chinese characteristics. Most of their studies showed the translation on the words and expressions with Chinese characteristics use alienation. "The foreign scholars adopted the method of alienation mostly due to the ideology and readers". It requires the author should take less free translation considering two aspects, one is interesting the readers on exoticism, and the other is to make Chinese readers feel warm (Tianwen Zhu，2003). "It is traditional for the Western translator to adopt alienation in most translated works". But it is not the only method, Skopostheorie has been an significant part in translation. Many scholars have made a great contribution to the translation work, but in the perspective of Skopostheorie there is few research on the translation of words with Chinese characteristics.

2.2. Researches on Skopostheorie

In the 1970s, Skopostheorie was put forward by Katharina Reiss, Hans Vermeer and Christiane Nord, which focuses on the social function and socio-cultural factors of translated texts. Skopostheorie gets rid of bound that centered on source language. "Skopotheorie" emphasizes the interactivity and linguistic characteristics of translation, which points out that the form of the target text should be determined by the skopo principle".

According to Skopotheorie, translation is a behavior based on the source text. From its name, any form of translation including itself can be considered as a behavior. Any behavior has its purpose. At the same time, an action creates a situation, an event or a new event. These scholars believe that translation is not a simple language transfer but a deliberate act.

Many domestic researchers regard Skopostheorie as the most important research direction. At present, the research on Skopostheorie is no longer superficial. To realize the purpose of translation, translators can make translation practice under the guidance of Skopostheorie. In translation practice, Skopostheorie is often used to explain some translation phenomena, or to guide advertising translation, trademark translation, product introduction and other operational explanatory texts. In fact, Skopostheorie is partly utilized for business text practice at present. Vermeer remarked that the purpose of translation is to simulate the syntactic or textual structure of the source text. Therefore, it can produce the target text equal to the source text syntactically or structurally. From this point of view, Skopostheorie is also applicable to political text translation.

However, for Skopostheorie, there are some people agree with it, and some are against it. In the process of translation, Skopostheorie is to overcome cultural barriers, promote the understanding of the target language readers. Different levels of translation can be produced according to different purposes. Skopostheorie provides theoretical support for this purpose, so as to achieve the expected purpose of translation. However, on the other hand, if the translation is carried out only according to the purpose, it may lead to the loss of the features of the original text, such as the cultural features or the unique expression forms of the language. In the final analysis, the translator must clarify the relationship between the three principles of teleology and be able to properly use them. In Skopostheorie, the first principle is the principle of objectivity, and the second principle is the principle of coherence and fidelity. In daily practice, the relationship between the target language and the output language also needs to be

considered. In the translation process, the translator plays a vital role. How to use noble loyalty principle was proposed to guide the translator's translation practice? These problems need to be further solved in practice.

3. Theoretical Framework of Skopostheorie

A good commend of theory is the premise of practice for translators. Practice should be based on theory, because the theory and practice are closely related. To study Skopostheorie, we must understand its origin, definition and development.

3.1. The Definition of Skopostheorie

Skopostheorie as one of the most important translation theories in German functional translation theory, the correctly using of translation methods and strategies depends on the purpose or style of translation, which is from the Skopostheorie. The principles and standards of translation practice have been expanded after the emergence of Skopostheorie. Skopostheorie provides practical, clear and credible guidance for various translations.

3.2. The Developing of Skopostheorie

In Germany in the 1970s, Skopostheorie set off an academic upsurge. We can learn from the history that Skopostheorie develops gradually from its proposal to maturity through four development processes. The book "Possibilities and Limitations in Translation Criticism" which was published in 1971, Katharina Resis first came up with the Skopostheorie. At the same time, she has mentioned relevant early theories. In fact, Reiss takes the theory of equivalence as the main direction of analysis. During the research, she is deeply aware that it is relatively difficult to achieve complete equivalence between the original text and the translated text, especially in the realistic context, and some contexts are even unwilling to construct a pair. Because in some kinds of translation, their purposes are different from that of the source text. Based on the above phenomenon, complete equivalence is not the first element of translation. What we need to weigh first is its function, and the starting point of teleology is formed. Afterwards, Reiss's student, Hans Vermeer, conducted research on the constraints existing in the equivalence theory of translation and made a major breakthrough, laying a theoretical foundation for it, and Skopostheorie can continue to shine in the field of translation. He first mentioned the basic principles of translation teleology in 1978. In 1984, he collaborated with Reiss and published "General Foundations of Translation Theory". From this book, we can notice that Vermeer believed that translation should be regarded as the transformation of the source text as the basis, and no matter what kinds of actions generally have a purpose. So in the translation process, it is also purposeful and can play a certain role in the culture of the target language. After that, another two famous German translators, Kristiane Nord and Justa Holz Manttari, further enriched and improved the translation theory. Manttari adopted the theoretical basis of behavioral determinism and believed that translation is a relatively complex activity to achieve a certain purpose. He focused on the study of translation behavior, including the involved parties in the process of translation activities. The role played and the contextual conditions under which they occurred have deeply studied functional translation theories. Translation is an interaction between people. The interaction is purpose-oriented and end result oriented. As one of the authors of Skopostheorie, Nord summed up the "principle of loyalty" and applied Skopostheorie extensively in many translation studies and fields. If Reiss laid the foundation for the Skopostheorie, then Vermeer summarized and summarized the rules that the Skopostheorie should follow in practice, and he naturally became the founder of the theory. Manttari mainly studies specific issues such as translation behavior and context in the translation process, while Nord has made a lot of contributions to perfecting this theory and has greatly expanded the practical application of this theory.

3.3. Three Principles of Skopostheorie of Translation

To make good use of Skopostheorie, translators should first have an understanding of its three principles. First of all, in Skopostheorie, skopos rule plays an important role and is at the core of translation practice. In the target language environment and cultural environment, translation behavior is affected by the purpose of translation. Generally speaking, in Skopostheorie, translation with "purpose" means translation with "interpersonal purpose". In the real context, the translation can achieve the purpose of communicating with the target language readers.

The communicative function here is actually the function of information transmission. In translation practice, translation should be based on the expected results of the target language readers. The purpose of translation determines the translation of the entire process. From this point of view, the translator should first understand the specific purpose from his specific translation environment, and then decide the translation strategy to be adopted by virtue of this translation purpose. Because the source language is translated into the target language, so that the reader can understand the information of the source language, then the communication between the reader and the source language occurs.

Second, the principle of coherence. What is the principle of coherence? It refers to the coherence of translation within the scope of language. In other words, meaningful translation is based on the context of the target language. This principle mainly applies to the processing of concerns between sentences. The guide as text in the language style is stiff, many parts of the original context (sentences) between cohesion and coherence is not too strict, which can affect the readability of the translation. Therefore, in dealing with the relationship between translation sentences, on the basis of the faithful to the original information, translator should improve on coherence between sentences.

Third, the principle of loyalty. Faithful principle emphasizes the translation must be consistent between languages. Principle of "faithful" and other translation theory put forward by the "faithful to the original" are similar, but there are also some differences. It is further developed on its basis. In the translation target theory, the principle of fidelity is to reflect whether the translation is faithful to the original. The principle of loyalty is composed of two elements: the purpose of translation and the translator's understanding of the original text. Without original, there is no translation. Translation is based on the processing of information, the information of the original message to target language readers, therefore, translation should be finished under the principle of loyalty. The translator must fully understand the cultural background of the original text. However, to a certain extent, the translator's mastery of the translation background and the understanding of its content play a vital role in translation. This principle is mainly applied to vocabulary translation strategy choice. The most important thing is accurate and clear in the concept of words translation. That is to say, when the original text is translated into the target text, the translation of the vocabulary must reflect the connotation of the original text. Don't let the mean deviation, even is wrong. It is especially important for text information.

4. Words and Expressions with Chinese Characteristics

As time goes by, everything changes, and so does the meaning of words with Chinese characteristics. In order to better understand the words with Chinese characteristics, the definition and classification of them will be analyzed. In addition, the influential factors of vocabulary will be also discussed as follows.

4.1. Definition and Classification of Words and Expressions with Chinese Characteristics

Words with Chinese characteristics refer to words produced in the context of China's political, economic and cultural context. They are unique forms of expression in Chinese language. Through these words, people can have a comprehensive understanding of China's current national conditions and development status, promoting the connections in trade, culture and politics. The translation of words is also the fastest changing part of language. The rapid development of society will inevitably lead to corresponding changes in the translation of these words with Chinese characteristics. Therefore, when translating this type of vocabulary, the translator must grasp the meaning of the original word in the context of the time, maintain an expression that conforms to the linguistic habit of the target, and finally retain the original language features as much as possible. Such translation can achieve true equivalence between the original text and the translated text.

The translation of political texts embodies the facts of China conveyed by the party and state leaders, the documents and work reports issued by the party and the government, and the exchanges between different countries. This kind of text can show the benefits of China's political system and development plans. It is a prominent manifestation of the governance philosophy of the party and state leaders and shows China's development from point to point. Therefore, the translation of political texts not only has the general characteristics of translation of other styles, but also has the characteristics of seriousness, clarity of viewpoints and authority. A series of words with Chinese characteristics in political texts can be roughly divided into the following five categories.

(1) The political vocabulary

Political words with Chinese characteristics reflect China's unique political system and political culture phenomenon. Such as: clean government building, tribute project, a moderately prosperous society, and harmonious society.

(2) The economic vocabulary

Economic words with Chinese characteristics are the words that embody the economy with Chinese characteristics. Such as: sunrise industry, grass root industry, a private coffer, poverty alleviation, venture into business, and holiday economy.

(3) Science and technology vocabulary

Due to the development of science and technology in China, scientific and technological words with Chinese characteristics have emerged in an endless stream. Such as: torch program

(4) Culture, sports and entertainment vocabulary

Words reflect Chinese culture, sports, entertainment or phenomena. Such as: golden weeks, the Green Olympics, eight diagrams, and super girl.

(5) Social phenomenon vocabulary

Reflect the phenomenon peculiar to Chinese society. Such as: unregistered employment, quality oriented education system, have a concubine.

4.2. Factors Influencing the Translation of Words with Chinese Characteristics

As far as the words with Chinese characteristics are concerned, there are many factors that affect their translation，which can be roughly divided into three categories: culture, context and audience.

4.2.1. Cultural Factors

Each language reflects the unique cultural phenomena of the countries and nations that use the language in different social and historical periods (Jinghua Guo, 2011). Translation is not only a language conversion, but also a cultural communication, especially political text translation.

Its cross-language, cross-cultural and cross-border says more about the cultural differences of objective existence. The phenomenon of cultural equivalence is very rare but even so, there are still similarities between different cultures, making it possible to translate, perfect cross cultural individuality gap to make the conversion between leveling off. In translation practice, because of cultural background, there are many detail problems in translation.

4.2.2. Contextual Factors

In addition to cultural factors, word selection is the most important step in the translation of words with Chinese characteristics. Looking at Chinese and English vocabulary, a Chinese word can be found in English several pairs with roughly the same meaning

The corresponding words can be translated correctly from the point of view of meaning. Although its meaning is roughly the same, in different contexts, the meaning, emotional color and cultural color are completely different. There is an old saying in English, "No context, No text". It means that if there is no context, the meaning or meaning of a sentence cannot be understood accurately, and a text cannot be formed. Therefore, context has become an important factor that must be considered in the process of translating words with Chinese characteristics into English.

4.2.3. Audience Wishes

In Vermeer theoretical framework of Skopostheorie, translation decision objective audience the translation is the most important factors.

"The intended recipients of the text have their own cultural background knowledge, expectations for the translation and communication needs (Meifang Zhang, Kefei Wang, 2005,15)". From the practical point of view, translation should be negotiated between the client and translator. Translator should not only consider the source language, but also need to consider the audience. Therefore, the audience is an important subject in any translation behavior, which is especially evident in the external publicity reports. The level of the audience (target language), including the level of education, language style, age, gender and so on. These are all important factors that affect the translation of words with Chinese characteristics. "Understanding and studying the reception psychology of the audience is of great significance for improving the pertinence and effectiveness of external publicity work (Kun Zhang, 2005, 297-298)". Besides the research of culture and translation strategy, scholars also choose words expression as the target to study Chinese characteristics words. Translation should suit the readers' habits, which is the most basic requirement. The words expression need succinct and clear. The foreign readers prefer the concise words and straight sentence (Shuyao Zhai, 2001:375). At the same time, when it comes to the characteristic words that are difficult to understand, they hope to have the background introduction or adopt the means of paraphrasing, so that they cannot understand.

In today's century, political, geographic and cultural boundaries are seen as more fluid than ever before. At such a world, the translator plays an increasingly important role (Susan Bassnett, 2004:10). The translator's own level and bi-culture vision directly affect the communication effect between the original author and the target language readers. Basil, Tim and Ian Mason in the text and the translator are put forward that the translator is the first and most important. The translators should not only require bilingual skills but also need grasp other countries culture. Only in this way can translators realize the aim to make foreign readers understand translation conveniently. Meanwhile, in the cross-border, cross-culture and cross-language translation activities, the spirit of the original text can be better reflected (Basil Hantim & Ian Mason, 2001:223-224). From the University of Edinburgh, Alexander Fraser Tytler (2007) thought the style of the translation should be consistent with the original style and expression, and a good translator should have a deep understanding of the original style. The translator must have the bilingual ability to appeal, bi-culture thinking and sufficient insight. In addition,

translators also need to have a sufficient knowledge system, good computer skills and physical and mental skills. In political words in translation, the translator's political sensitivity is also a significant part to affect the translation. Therefore, in order to be an excellent translator, he or she must be required all ability and professional quality. Translation is the purpose of the translation and Skopostheorie is to realize the desired function. After reading the text and understanding the context, the translator must actively exert his own subjective initiative and find the best translation method through analysis and judgment.

5. Translation of Words and Expressions with Chinese Characteristics

So far, many scholars have studied the words with Chinese characteristics. There is no doubt that the studies of some scholars provide references for later researchers. However, it is undeniable that there is a problem of mistranslation in the translation of words with Chinese characteristics. This part mainly studies the problems in the translation of words with Chinese characteristics. Furthermore, the translation methods of amplification and adding explanation are tentatively proposed under the guidance of Skopostheorie, which contributes to better transmitting words with Chinese characteristics to people around the world.

5.1. Problems of the Translation of Words and Expressions with Chinese Characteristics

In the process of translation, a large number of readers can not fully understand the translation which is translated in wrong way or to plainly. This will cause confusion for foreign readers who are not familiar with Chinese culture. Thus, translators should try to avoid such mistakes.

5.1.1. Mistranslation

Translation is an activity involving at least two languages. Therefore, in the process of translation, it is impossible to avoid the differences in vocabulary translation. The word "deepening the reform of the cultural system" with Chinese characteristics is translated "cultural innovation" by some media. In *Longman Contemporary Advanced Dictionary*, "innovation" is the meaning of the introduction of new ideas or methods. However, the basic explanation of "reform" in Baidu Baike refers to changing the existing and unreasonable parts to make them more perfect. There is no emphasis on innovation. Therefore, the translator has overexerted himself here, which is easy to be mistaken as "cultural innovation", thus adding feet to the lily.

5.1.2. Speak too Plainly

Translating straight is a good choice in translation, but for readers who do not know the background meaning of the words, translating straight is not good at all for them to understand the translation.

Example 1:

The Original Text:杭州市官网中关于精神文明建设的报道回顾即将过去的2009年，有哪些精神文明建设大事让我们印象深刻，又有哪些精神文明建设成果提升了我们的生活品质？"

Translation: Looking back on the past 2009, what great events of spiritual civilization construction have impressed us deeply, and what achievements of spiritual civilization construction have improved our quality of life?

The above translation is obvious literal translation. Let's look at the word "spiritual civilization" with Chinese characteristics, which is mainly reflected in the two aspects of "science, culture and ideology and morality". The literal translation "spiritual civilization" is obviously rather blunt and far-fetched, resulting in the dead translation. It is suggested that the two essential aspects embodied in spiritual civilization should be translated directly into "cultural and ideological progress" by means of free translation. In example 1, the translation did not happen

in the way the reader expected. Under the knowledge background of the reader, this translation only expresses the literal meaning of the translation, but does not express its connotation, which violates the purpose principle of Skopostheorie.

From the perspective of Skopostheorie, down to up is always used in the procession of translation. In other words, translator will translate in pragmatic level. They will translate in the view of the readers who are lack of Chinese culture. In order to finish an excellent translation, translator should put knowledge background and social demand into consideration, from which translator can determine the translation purpose. Then, they can adopt the suitable methods to translate the original text. Anyway, whenever the translator translates, he or she should remind Skopostheorie because it can easier to make the reader understood the translation than ever before.

5.2. Methods in the Translation of Words and Expressions with Chinese Characteristics

Political text language reflects the situation of a country, and its form is different from other languages. Therefore, in the process of translation, the translator should not blindly pursue the faithful transplantation of the original text, but should pay attention to whether the target text plays the same communicative effect as the original text. In the translation of political text, the translator can adopt such methods as amplification and adding explanation to achieve the desired target.

5.2.1. Amplification

Example 2:

The Original Text: 完善农村土地"三权分置"办法。

Translation: We improved measures for separating rural land ownership rights, contract rights, a and management rights.

"Three rights" refers to "the formation of ownership, contract right, management right", the translator used the translation method to explain clearly. But if it were literally translated as "three lines", it would confuse foreign readers. Therefore, the translator translated on the basis of understanding the specific expression of this abbreviation, that is, he added the specific meaning of "three rights". In addition, the "separation of powers" is caused by China's specific national conditions and system, which is completely different in western countries, so the translation needs to accurately express the meaning of the original, and convey the information of the original. In the process of re-translation, the translator excavates the content contained in the original language so that the reader can be clear at a glance. The translator chooses whether to focus on the target text or the source text according to the purpose of translation guided by Skopostheorie. Here, the translation method of amplification is in line with the purpose principle of Skopostheorie, and it achieves the purpose of publicizing Chinese culture.

Example 3:

The Original Text: 不入虎穴，焉得虎子。

Translation: How can you catch tiger cubs without entering the tiger's lair ----nothing venture, nothing gain.

In the translation, the version "how can you catch tiger cubs without entering the tiger's lair" is translated literately. Due to cultural differences, readers cannot understand its deep meaning and cannot achieve the purpose of propaganda. Through Skopostheorie, the translator adopts the method of amplification which not only enables foreign readers to further understand the relevant cultural information behind the words with Chinese characteristics, but also achieves the purpose of external publicity.

The process of translation is the conversion of a communicative symbol from one language to another. Therefore, translation must be intentional, and the main purpose of such purposeful

human behavior is to achieve intercultural communication. The purpose of translation is the direction of the audience, so the audience determines the purpose of translation. The purpose of the translation of political texts is to let foreign friends know the real time situation in China, and to supplement the translation by means of translation, so that readers can understand the words with Chinese characteristics in the political texts. The purpose of translation is that the reader can understand the article. Only if the readers understand the text meaning , the translation is meaningful.

Example 4:

Original Text: 坚持不忘初心、继续前进，就要坚持马克思主义的指导地位。

Translation: Let us stay true to our original aspiration and keep marching forward. This means we should continue to hold Marxism as our guiding philosophy.

In example 4, there is a rigorous logical relationship throughout the passage. We must persist in not forgetting the original intention, which means that we must adhere to the guiding position of Marxism. Since Chinese emphasizes parataxis and English emphasizes hypotaxis, conjunctions "and" are added when translated into English, making the logic of the sentence clear at a glance. Sentences are coherent and fluent as a whole, which achieves the purpose of communication and is also a manifestation of the principles of purpose and coherence. In terms of word translation, the translator should understand the meaning of Chinese characteristic vocabulary, combine the context and purpose of the speech, and keep the characteristics of Chinese as much as possible while conforming to the English expression habits.

5.2.2. Add Explanation

Example 5：

The Original Text: 米袋子

Translation: rice bag (grain supply)

The Original Text: 菜篮子

Translation: vegetable basket (non-grain food supply)

The two words "rice bag" and "vegetable basket" were first translated directly from the original text, and then a note was added at the end of each word to supplement the figurative meanings of the two words. "Rice bag" refers to the supply of grain and "vegetable basket" refers to the supply of non-grain food. The addition part makes the two words contrast and helps the reader to understand the text better. It realizes the purpose of the target language in the target language environment.

Example 6：

The Original Text: 三农

Translation: agriculture, rural areas and farmers

The Original Text: 三公经费

Translation: official overseas trips, official vehicles and official hospitality.

The meaning of these words are not literally translated directly, but rather by increasing the explanation way, accurately convey the real meaning of these words. Publicity translation is objective demand very strong social activities, and publicity include political economy, national defense science and technology, culture, education and other external introduction and publicity. The way to spreading Chinese culture and increasing the connections with other countries is through political text translation. The translation standard of political text is not as strict as that of literary translation. The effect of political text translation is to make foreign readers know Chinese development and the function of political text translation is to diffuse Chinese culture. Therefore, translator should not only master the basic Chinese culture but also study a concise expression which can easily understand by foreign readers.

The words and phrases "米袋子", "菜篮子", "三农" and "三公" in Example 5 and Example 6 are typical Chinese words. Due to the differences in the historical background, there are great cultural differences between China and the West. In the translation of words with Chinese characteristics, translators need to add explanation to supplement the meaning of the content in the original language and culture. Through this translation method, readers can obtain the connotation and meaning of the translated text more completely. Therefore, the addition of explanations makes the words with Chinese characteristics get excellent publicity.

Example 7:

The Original Text: 三个代表

Translation: The party must always represent the development of China's advanced productive forces, represent the developing direction of Chinese advanced culture, represent the fundamental interests of most people in China.

Our familiar word translation of "the Three Represents" is to use the strategy of literal translation plus explanation, at the time of internal propaganda, the media reported only "the Three Represents". It is not in every report added explain what is meant by the "Three Represents". As the audience object changes, propaganda strategies must also change. If the literal translation does not explain, the foreign readers will have doubts about the meaning of "Three Represents". Therefore, foreign propaganda should not only translate "Three Represents", but should translate its connotation completely in order to understand the readers. Translation realizes the principle of Skopostheorie.

Example 8:

The Original Text: 扎实推进"三去一降一补"

Translation: We will make solid progress in the five key tasks of cutting overcapacity, destocking, researching and reducing costs, and strengthening areas of weakness.

From the translation, the translator does not simply translate the feature words literally, but translates the specific connotation of the feature words, that is, interpretive translation, so that foreign readers can easily understand. "Three to one drop a fill" contains many Chinese connotation, in this case, it is difficult for the translator to express the meaning of the original text in the form and structure of the original language, so the translator need to consider doing interpretive translation to change the form or structure of the original language, so as to realize the rapid and accurate transmission of the original language to express the real content. If the translator simply translates it as "five priority tasks", foreign readers are bound to have no idea what "five" really means. Literal translation is not a big problem only from the point of view of coherence and fidelity. However, from the perspective of Skopostheorie, it cannot achieve the purpose of external publicity. It is therefore necessary to add explain the five tasks in depth so that readers can better understand them.

6. Summary

Under the guidance of Skopostheorie, the translation is researched and analyzed from the perspective of the translator. First of all, when conducting practical activities, we should focus on political texts and provide translators with diversified translation methods based on the Skopostheorie. Second, the author analyze the problems of some translations through the Skopostheorie, and look at it from the perspective of the reader. The existence of teleology makes the expression of the translation more fluent. From the perspective of Skopostheorie, this paper deeply analyzes translation strategies the author used in political text. Skopostheorie has great reference value for political text translation and other types of translation. Translators should always realize the purpose of translation. Translation is a purposeful activity. We believe that the translation is successful as long as the translator has a clear

translation purpose, the translation and the original achieve intralingual coherence and interlingual coherence, so as to meet the translation purpose and meet the audience's expectation of the translation. Political text translation has its own uniqueness, and has great significance and value in today's society. Nowadays, Chinese culture and knowledge are sought after by many regions and countries in the world, so there will be some requirements for the translation of political texts. Most people have not yet reached the point where they can understand the plot without translation and only with subtitles in the original language.

In this paper, we study the translation of words and expressions with Chinese characteristics under the guidance of Skopostheorie, analysis and methods adopted in the translation words with Chinese characteristics. The writer also wants to bring new words with Chinese characteristics, ideological and political literature translation and support certain theoretical guidance for the practice of Skopostheorie. In this study, without enough time and the author's limited knowledge, the interpretation of Skopostheorie may not be deep enough, and the collection of translation materials of words with Chinese characteristics may be more comprehensive. This article hopes that the Skopostheorie can get the attention of scholars, and through the Skopostheorie, a translation that is closer to the reader can be translated.

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