International Journal of Social Science and Education Research Volume 5 Issue 12, 2022
ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

Three-Dimensional Evaluation Criteria for Political Texts Translation in the Perspective of Eco-translatology

Maoyao He, Chengchen Wu

School of Foreign Languages, Southwest Petroleum University, Sichuan, China

*Corresponding author

Abstract

The countries today are undergoing unprecedented frequent exchanges in terms of politics, economy and culture. Under this context, political texts have become an important carrier to reflect the development of a country and express its national image. From the perspective of Eco-translatology, this paper discusses the evaluation criteria of political texts translation under three dimensions: the translator's adaptation and selection, the degree of text conversion and the reader's feedback, in order to achieve the purpose of political text telling the Chinese story well.

Keywords

Eco-translatology; Adaptation and selection; Evaluation criteria.

1. Introduction

For a long time, due to differences in language, values and ideology, China's academic achievements have rarely been disseminated abroad, leading to the problem that foreign scholars and foreign people do not have a comprehensive understanding of China's political, economic, cultural and social development status. Nowadays, with unprecedented international interests in China and the great achievements that China has made in combating the Covid-19, we need to seize the opportunity to tell China's story and express its image by using officially released political texts. Political texts mainly refer to the remarks and speeches of the state leaders, documents and work reports of the government and the Communist Party of China, etc. Thus, translation of political texts is a significant way of foreign propaganda, and also the most authoritative source for other countries and their people to understand China's national conditions, policy guidelines, political system, political positions, etc. Since political texts involve national politics and the readers are mostly foreigners, this paper will study the three-dimensional evaluation criteria of political text translation with the help of the theory and method proposed by Eco-translatology.

2. Eco-translatology and Translation

Eco-translatology, which was firstly proposed by Professor Hu Gengshen from the Tsinghua University, believes that translation is essentially a selective activity centering on the translator's adaptation to the translation ecological environment and transplanting the source language text to the target language text [1]. Based on Darwin's Theory of Evolution, which puts an emphasis on "natural selection" and "survival of the fittest", Eco-translatology puts forward a notion that translation is a collection of adaptation and selection, and the process of translation is the process of translator's adaptation and selection to the ecological environment. In the natural ecosystem, living beings are the main part of all activities, and air, soil, water, etc. are various elements that restrict the activities of living beings [2]. From the perspective of Eco-translatology, translation activities have the same characteristics, and translator plays a leading

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

role in the translation ecological environment. The translation ecological environment refers to the world presented by the original text, the original language and the translation, that is, a whole includes the interconnected and interactive factors such as language, culture, communication, society, author, reader and clients [3]. Therefore, a complete translation activity is not a spontaneous "one-man show" of the translator, but a translator-dominated, text-based, cross-cultural information conversion-oriented act of translator's adaptation and selection. In the process of translation, it should be noted that translators need to adapt themselves to the ecological environment of translation, and at the same time, they will be constrained by the translation ecological environment.

Translation criterion are the rules that must be followed in translation activities and the yardstick to measure the quality of translation [4]. The traditional translation standards include "faithfulness, expressiveness and elegance" proposed by Yan Fu, "faithfulness, smoothness and beautifulness" by Lin Yutang, and "Three Principles of Translation" by Tytler, etc. These evaluation criteria are too broad and can be applied to various genres. These are the fundamental characteristics of the most translation standards. Although they can regulate translation behaviors from a macro perspective, they cannot give translators practical guidance. Because of the special characteristics of political texts, more detailed evaluation criteria are needed to regulate the translation of such texts. From the perspective of Eco-translatology, translators play two roles in the whole translation ecological environment: one is to accept the selection and constraints of the translation ecological environment, and the other is to select and manipulate the translation text. Therefore, the translator needs to invade into the original text and be responsible for both the text and the readers.

3. Functions and Features of Political Texts

3.1. Functions

Nowadays, China is becoming increasingly international as globalization continues to accelerate. In the beginning of 2020, the Covid-19 swept the world, resulting numerous death and economic recession. In response to the epidemic, China not only managed to bring the epidemic under control at home, but also did what it could to assist other countries in terms of money, medical teams and supplies. China's enormous contributions to international affairs has greatly attracted the world and people in foreign countries. In order to express China's policy guidelines, development process, and the efforts in solving social issues and define the country's political stance and attitude, the country chooses government work reports, various official documents and announcements and other political texts which have distinct Chinese characteristics and are clearly and precisely expressed. Given the particular situation, the ultimate goal of political text translation is to strive for seamless communication.

3.2. Features

Unlike literary texts that pursue beautiful words and focus on expressing emotions, political texts are so cautious in wording because the writers or institutions of these texts belong to the central government and government agencies at all levels, and the content involves all aspects of the country [5]. To sum up, political texts have four distinctive features. First, accurate wording. Since the political texts convey the policies and guidelines of the Party, the words and phrases used are carefully considered and even the subtle differences between similar words are fully studied. For example, "法制" (the legal institution) and "法治" (the rule of law) are the two frequently used words in political texts. Although there is just one word apart, the meanings of them are completely different. The former term refers to the laws of a country and its legal code, while the latter term emphasizes the state of affairs of a country that is governed by law. Second, simple expression. It means that political texts neither pursue ornate rhetoric

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

nor use any literary techniques to show literacy of the text, but use both narrative and explanatory expressions to directly convey the original information. Third, concise writing. Political texts are succinct in style and rich in content. For example, the 2020 government work report only use three words “放管服” to express a complicated concept. In Chinese, “放管服” means to streamline administration and delegate power, improve regulation, and upgrade services. Fourth, appropriate style means a serious and solemn style created by official written language. For example, political texts often use some four-letter idioms or words to enhance the authority and seriousness of the article, such as “攻坚克难” (meet challenges squarely), “砥砺奋进” (forge ahead determinedly).

In addition, due to the differences in cultural background, history, customs and other aspects between English and Chinese, cultural loaded words and words with Chinese characteristics in political texts may not find equivalents in English in the translation process [6]. If the translator does not properly deal with these language forms during translation, it is likely that readers will misunderstand some concepts, quotations and cultural words [7].

Political text is an important tool for the country's external publicity, so the translator should not make any changes without authorization in the process of translation, and should try to keep a completely neutral position in the political text.

4. Three-Dimensional Evaluation Criteria of Political Texts

4.1. Translator’s Adaptation and Selection

When talking about the ontology of Eco-translatology, Professor Hu Gengshen pointed out that translators are at the center of translation, creating high-quality translations through survival of the fittest and adaptive choice [8]. This means that in the translation ecological environment, translator should not only adapt to the ecological environment of the text, but make reasonable and appropriate choices. The adaptation of the translator is similar to Jorge Steiner's "four-step translation" principle, that is, the translator needs to penetrate the original text and grasp the central idea of the original text [9]. However, "adaptation" in Eco-translatology also includes various factors in the translator's adaptation to the translation ecological environment, such as text form, text meaning, target language readers, target language culture and translation purpose. After adapting to these factors, the translator should choose the appropriate translation method and translation strategy to make the style of the translated text close to the target language and in line with the reading habits of the reader.

From the linguistic point of view, political texts are formal terms, and there is often a series of modifiers in front of the central language, all of which are run-on sentence structures, making the article read catchy and enhancing the rhythm of the article. In political texts, connectives are used infrequently, but the logic of the article is between the lines. On the contrary, English makes good use of long sentences in sentence form, and is good at using a series of modifiers and various subordinate clauses to make sentences complex. In order to make the sentence logic more obvious, the commonly used connecting words in English also make this "complexity" clear and easy to understand.

Example 1

Source Text: 大力优化支出结构，保障重点支出，严控一般性支出。

Translation: We will improve the mix of government spending so as to ensure funding for key areas and strictly control general expenditures.

Chinese prefers implicit coherence, that is, there is no connectives, clauses or any other visible signs for logic, it is the readers that are responsible to understand the implicit logic. In this sentence, the run-on sentence are used and through adaptation, translator find that “保障重点支出，严控一般性支出” is the purpose of “大力优化支出结构”. Therefore, the translator chose

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

a connective “so as to” to make the logic visible. The addition here makes the hidden logical relationship in Chinese explicit and conforms to the English expression habits.

Therefore, when evaluating the English translation, it is necessary to explore the translator's adaptation degree to the original text from the language level and whether the translation strategy and method selected are reasonable. In addition, because political texts are on behalf of the country, the translation of political texts should pay more attention to the transmission of information rather than the aesthetic effect, and the translator should not unilaterally pursue the gorgeous language and cause the loss and misunderstanding of some information in the original text [10].

From a perspective of culture, political texts are efficient tools of cultural transmission, that is, texts contain expressions involving the culture of the original language. When the cultural loaded word is detached from the original social-cultural context, it is difficult for the target language readers to understand the text, let alone the complicated logic [11].

Example 2

Source Text: 保护主义是作茧自缚，搞“小圈子”只会孤立自己，极限制裁损人害己，脱钩断供行不通、走不远。

Translation: Protectionist moves will boomerang; anyone attempting to form exclusive blocs will end up isolating himself.

Culture-loaded words are a special cultural form accumulated gradually in the long historical process of a nation. This cultural form is full of strong national color and distinct cultural personality. When it comes to the translation of culture-loaded words, the translator should not only adapt to the semantic transformation on language level and understand the cultural connotations behind the words, but also accurately adapt to foreign culture and select the appropriate strategy to reasonably and faithfully convey the essence of local culture, thus effectively strengthen cultural exchanges. "搞小圈子" is a derogatory Chinese saying that means some people form a small group to seek their own interests by sharing resources within the group and excluding others. In order to express the meaning of "exclusivity" behind this culture-loaded word, the translator chooses the English word "exclusive". After adapting to the text, the translator found that "圈子" in the example sentence refers to a small group formed by some countries for personal interests, so the translator chose "bloc" (a group of countries or political parties with common interests who have formed an alliance) to reveal the deep implication. In this way, the translator can make the readers intuitively feel the connotation of the original text and reduce the understanding barriers caused by cultural differences.

Culture-loaded words appear frequently in both leaders' speeches and official documents issued by the government, and are big problems that hinders readers' understanding of the original text. When dealing with such words, translators who directly use the original form or copy them, will easily cause readers' doubts and fail to meet the purpose of cultural communication. For example, "第一个吃螃蟹的人" means someone who dares to solve new problems and try new things, describing this person as very brave. Since the readers of the English translation of the political texts do not have the corresponding Chinese cultural background, if the translator directly translates the original text into “the first people who eat crab”, the sudden appearance of "crab" will make the reader puzzled.

Therefore, for the translation of political text, whether the translator has grasped the cultural background of the original text and selected the appropriate translation to transform it into the customary expression of the target language readers is an important criterion for the evaluation of the translation.

The criterion of translator's adaptation and selection, in short, is to evaluate the translator's grasp of the source text, and to investigate whether the translator has fully adapted to the

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

language and cultural factors of the source text. Therefore, the evaluation criteria of the English translation of political texts should first proceed from the translator's adaptation and selection to explore whether the translator can fully adapt to the translation ecological environment.

4.2. Degree of Text Conversion

Scholars of Eco-translatology put up forward that translators need to comprehensively consider all elements of the ecological translation environment from the three dimensions of language, culture and communication, and achieve a dynamic balance among all elements to show the beauty of translation. Political texts have unique linguistic features and are of great significance to the country's foreign communication. As an important text for foreign publicity, the purpose of political text translation is to accurately and faithfully convey the information of the original text to the readers and the wording should conform to the comprehension and expression habits of the target language readers. This requires the translator to consider the "differences between inside and outside the country", that is, the difference between English and Chinese, the social and cultural differences and the communicative intentions, and make effective adaptation and transformation in the linguistic, cultural and communicative dimensions.

Language dimension refers to the translator's adaptation and choice of language forms in the process of translation. To adapt is to be conditioned; to choose is to be manipulated. Different source texts have their own differences in terms, texts, styles and other linguistic forms. Translators need to adapt to the ecological environment of the source text and make adaptive choices if they want to grasp the text from the linguistic perspective. Political texts represent the face of a country and use formal and rigorous language. Words and sentences with Chinese characteristics are frequently used in this kind of text, such as “十四五” (the 14th Five-Year Plan), “科学发展观” (Scientific Outlook on Development) and so on.

Example 3

Source text: 要锲而不舍落实中央八项规定精神，驰而不息纠治“四风”特别是形式主义、官僚主义。

Translation: We will continue to steadfastly implement the central Party leadership’s eight-point decision on improving conduct and work ceaselessly to oppose pointless formalism, bureaucratism, hedonism and extravagance, with a particular focus on the first two problems.

From the perspective of the structure of the original text, the sentence is not subject sentence. Due to the rigorous structure of English, the subject "we" is added to the Chinese-English translation to make the translation conform to the English expression habits. From the perspective of vocabulary, the "四风" in the original sentence is a typical Chinese characteristic word, which has no corresponding expression in English. To make up for this difference, the translation directly translates the connotations of the "四风", namely formalism, bureaucracy, hedonism and extravagance. The translation in language dimension breaks down the barriers in language level and improves the accuracy and readability of the translation.

At present, there are still some errors in the translation of external publicity texts in China, such as phonetic errors, grammatical errors, punctuation errors and inconsistent translation [12]. Tracing the source, this shows that the translator has not adapted to some differences between the two languages, and the degree of conversion of language dimension is insufficient. Therefore, when evaluating the quality of political text translation, it is necessary to evaluate whether the translator adapts to the language environment, style, expression habits of the source language readers and the target language readers, and whether the translator can accurately select words, phrases and sentence patterns to create high-quality translation.

Cultural dimension refers to the translator's attention to the transmission and interpretation of bilingual cultural connotation in the process of translation. Translation is not only the

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

transformation between two languages, but also the transformation of the social situation in which the two languages exist. Due to the cultural differences between English and Chinese, some cultural words and phrases in the original political texts may be well-known in China, but they will become confusing for foreign readers who don't have Chinese cultural background if they are not well-translated.

Example 4

Source text: 我们积极学习借鉴人类文明的一切有益成果，欢迎一切有益的建议和善意的批评，但我们绝不接受"教师爷"般颐指气使的说教！

Translation: We are also eager to learn what lessons we can from the achievements of other cultures, and welcome helpful suggestions and constructive criticism. We will not, however, accept sanctimonious preaching from those who feel they have the right to lecture us.

"教师爷" is an old term, especially referring to the teacher who was hired by rich people in the past to teach private schools. With the change of times and the progress of society, this kind of occupation has long disappeared in China. In modern society, it is often referred to as "teacher", which has a broader and richer connotation behind, and contains obvious derogatory meaning. The term is mostly used to describe ideas or actions that are dogmatic, self-righteous, aging-dependent, patronizing, old-fashioned, or outdated. The noun "教师爷" is used in the example to express that China does not accept self-righteous accusation and preaching from others. This term is a typical culture-loaded word. The translation abandons the specific expression forms and figurative images in the original text, and uses the interpretive method to translate the meaning behind the term, which makes the translation concise, and clears the cultural obstacles for readers.

For political text translation, the biggest obstacle may not be the language, but the culture behind the two languages. These culture-loaded words are used so frequently that mistakes can be made if they are not properly translated. For example, "官民二重性" actually means that the non-profit organizations have a "double structure" of "semi-government and semi-government". If translator do not adapt to the culture behind the text, copying or word to word translation is bound to make a joke. Therefore, the criterion of English translation of political texts should consider whether translators consciously avoid understanding difficulties and cognitive errors caused by cultural deficiency or cultural differences, and pay attention to the adaptive selection at the cultural level.

Communicative dimension refers to the translator's adaptive choice of bilingual communicative intention in the process of translation. This is in line with Eugene Nida's theory of functional equivalence. "Functional equivalence" requires that the translation readers should understand and appreciate the translation in the same way as the original readers do [13]. From the perspective of Eco-translatology, in the process of adaptation and transformation, the translator should not only highlight the information of the original text, but also flexibly transform among the original author, translator and reader, so as to play the communicative function of the text. Political texts are characterized by seriousness, accuracy and authority. Therefore, the translation of political texts should faithfully reflect the political attitude of the source language, conform to the expression and understanding habits of the target language, and achieve the information equivalence of the political meaning of the source text.

Example 5

Source text: 中国始终将自身发展与人类发展紧密相连，始终做世界和平的建设者、全球发展的贡献者、国际秩序的维护者。

Translation: China has always been a builder of global peace, a contributor to global growth, and a guardian of the international order.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

In the original text, there is a parallel sentence composed of three noun phrases of the same structure. Parallelism is a rhetorical device commonly used in Chinese to explain something coherently and to enhance the emotion of the sentence. China has always played an active role in the development of the international community. What is expressed between the lines is the affirmation and praise for China. In order to preserve the sentence pattern characteristics and emotions of the source language, the translation not only translates the content of the source text verbatim, but also preserves the parallel sentence pattern of the source text, making the source text and the target text highly coordinated and unified in both form and content. From the perspective of communication, such translation method also enables readers to truly feel the emotion of the original readers when reading.

For the translators, the center of the ecological translation environment, on the one hand, they should maintain high loyalty, and on the other hand, they should maintain sensitivity to political ideology. In the process of translating political texts, translators should try their best to retain the style and characteristics of the original text as well as cultural factors. For example, the term "三农", often appearing in political texts, refers to agriculture, farmers, and rural areas. If translators choose the strategy of literal translation, readers without Chinese cultural background will be confused [14]. When the translator adds the meaning behind the original text, although it will deviate from the form of the original text, it can make the target readers have the same reading feeling as the original readers and meet the communicative intention of the text. Therefore, the evaluation criterion of the translation of political texts into English should consider whether they fulfill the communicative purpose of the original texts.

In translation practice, how to do a good job in the three-dimensional transformation of political texts, how to fully convey the information of the original text and how to meet the communicative purpose of the original text are the key to evaluate the quality of a translation.

4.3. Reader's Feedback

Context, social purpose, and the relationship between translator and reader play an important role in translation [15]. The process of a translation from its production to its acceptance by readers usually includes six main components: the original work, the original author, the translator, the reader, the translated work and the world. Among them, the reader is an important gauge of the quality and value of the translation. In recent decades, China's international influence has been expanding, and the world needs to understand China. In this context, the translation of political texts is particularly important in helping the world understand China's political stance, policy guidelines, diplomatic attitude and social development. Since the 18th National Congress of the Communist Party of China, translators of political texts pay more and more attention to the awareness of readers, and the translation of political texts puts more and more emphasis on the readers of the target language. In today's society, the readers of political texts have expanded from the former Party and government personnel to the people at home and abroad. The former standard of absolute fidelity in the translation of political texts no longer appropriate. Because there are huge differences between Chinese and English, if the Chinese characteristics are preserved everywhere and the frequent use of literal translation or hard translation may bring obstacles to readers' reading and understanding of the text. Foreign translation of political documents is an important part of the Party's theoretical publicity work, and the relevant translations should conform to the readers' way of thinking, expression habits and social and cultural background.

Example 6

Source text: 强化绩效导向，坚持“资金跟着项目走”，合理扩大使用范围。

Translation: We will, taking a performance-oriented approach, ensure that investment funds stay with the projects they are allocated to, and appropriately widen the scope of usage for such funds.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

From the perspective of reader feedback, the translation should be faithful to the meaning of the original text, but it should not be too rigid to the syntax, vocabulary, and cultural factors of the original text. In order to enhance the readability and rhythm of an article, noun phrases are often used to replace sentences in political texts. It is easy to understand these noun phrases for Chinese, but difficult for foreigners with no relevant social background. "资金跟着项目走" means that special bonds should be used for public welfare projects with certain income, focusing on seven key areas such as transportation infrastructure and major projects such as renovation of old urban residential areas and construction of public health facilities supported by the State Council. For the translation of this phrase, the foreignization strategy cannot meet the reading needs of readers, and the domestication strategy will make the original sentence too lengthy. Therefore, the translation chooses to explain this phrase from a macro perspective, not too detailed and not too broad, so that readers can easily understand the meaning of the article.

Language gradually evolves in people's production and life, and is naturally closely related to the culture, way of thinking and living habits of the users. No matter in the process of translation or language learning, language and the cultural background and expression habits of the users cannot be studied separately. Therefore, when political text enters the target language society, it is of no doubt that readers will have some rejection psychology. For translators, readers' feedback is an important guide to translate political texts. In government work reports or leaders' public speeches, there are often a large number of proverbs, classical poems and expressions of ancient Chinese philosophy, which contain the unique language forms of China and fully reflect the charm of traditional Chinese culture. There may be no direct corresponding expressions in English, so translators need to extract the connotations in these language forms and find similar expressions in English culture, so that readers can have emotional commonality and spiritual resonance with readers of the original text when reading the translation.

In 2019, the fifth Central Document Translation and Research Forum pointed out that political translation, like other text translation, should have audience awareness. On the premise of adhering to "self-centered", with the goal of enhancing the creativity, appeal and credibility of foreign discourse, the fluency, readability and authenticity of the translation should be improved as much as possible, the reading habits of the audience should be studied, and the presentation form of the translation should be improved so that foreign readers are willing to approach, understand and accept it easily. Therefore, when evaluating a translation, it is necessary to investigate whether the translator pays attention to the communicative effect of translation and expresses the ideological core of the text, instead of focusing on the formal uniform and complete word-for-word translation.

5. Conclusion

Political text translation is related to national image and is an important carrier for the world to understand China's policies, political positions and development status. From the perspective of Eco-translatology, the translation of political texts is influenced by the original text, the readers of the original text, the translator, the target readers and other factors, so the evaluation criteria should include the translator's adaptation and choice, the degree of text conversion and the reader's feedback. Under these three specific evaluation criteria, the translator can consciously adapt to the ecological translation environment and choose appropriate translation strategies under the condition of profound adaptation to the text, convey the original text information from the linguistic, cultural and communicative dimensions, incorporate readers' feelings into the translation process, and fully realize the communicative purpose of political text.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202212_5(12).0003

References

[1] Yanhong L, Wenjuan Z. Core Questions of Chinese Translation and New Ecological Perspectives[J]. Journal of Heilongjiang College of Education. 2022(02):119-121

[2] Quangong F. Eco-Translatology: Towards an Eco-paradigm of Translation Studies[J]. Perspectives, 2021,29(6).

[3] Gengshen H. Responses and Suggestions to the "Deliberation" on Several Issues of Ecotranslatology[J]. Chinese Translators Journal. 2014(06):86-89

[4] Yiduo W. The Stratified Construction of Translation Criticism Criterion System[J]. Foreign Languages Research. 2022, 39(3):6.

[5] Mu J, Zhang Q, Yang G. A Study on English Translation Tactics of the Report on the Work of the Government 2021 from the Perspective of Eco-Translatology[J]. Open Access Library Journal, 2021,8(10):1-9.

[6] Chang W, Chenbing Z, Jin B, Jiabo C. A Study of Chinese-English Translation Strategies of Culture-Loaded Expressions in Political Discourse[C]//. Proceedings of the 2019 Northeast Asia International Symposium on Linguistics, Literature and Teaching (2019 NALLTS) (Volume B).,2019:283-288.

[7] Hou Y, Fu H. On the Translation of Political Texts from the Perspective of Eco-translatology——A Case Study on Xi Jinping： The Governance of China: 2018 International Conference on Culture, Literature, Arts & Humanities (ICCLAH 2018) [C], 2018.

[8] Hu G S. Eco-translatology: Backgrounds and bases for its development[J]. Foreign Languages Research, 2010,4:62-67.

[9] Steiner G. After Babel: Aspects of language and translation[M]. Open Road Media, 2013.

[10] Cheng H. Survey of Explicitation Strategies in Chinese-English Translation of Political Texts of Contemporary Chinese Government[J]. Cross-Cultural Communication, 2016,12(2):25-31.

[11] Li W, Jia H. A Study of Cultural-Loaded Words Translation in External Publicity Translation from Translator's Visibility[J]. Open Access Library Journal, 2020(6):1-10.

[12] Shraideh K W, Mahadin R S. Difficulties and strategies in translating collocations in BBC political texts[J]. Arab World English Journal (AWEJ), 2015,6(3):320-356.

[13] Xiaoying L. Comments on Eugene A. Nida's Translation Theory[J]. Overseas English, 2018(4):97-98.

[14] Liu F. Translation Strategies of Culture-Loaded Words in Publicity Materials under the Background of "the Belt and Road" [J]. Creative Education, 2019(No.5):839-847.

[15] Du Yang. A Study of Publicity Translation Strategies from Multiple Perspectives[C]//. Proceedings of 2019 7th International Education, Economics, Social Science, Arts, Sports and Management Engineering Conference (IEESASM 2019). Clausius Scientific Press,2019:303-307.