Research on Translation Skills of Online Literature and Cultivation of Translation Talents

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Abstract

Nowadays, online literature has been growing vigorously overseas with the acceleration of globalization and the development of media. In the meantime, the global online literature creation is greatly motivated, more and more works are spread abroad, and there is an obvious trend for the industrialization of online literature; thus there is a rising demand for translated works. Aiming to better spread Chinese culture abroad and enhance Chinese cultural power, this thesis explore the relevant approaches to the cultivation of talents in online literature translation from the current situation of talent cultivation in online literature translation and the characteristics and skills of that.

Keywords

Online literature; The translation of online literature; The mode of training great talents for online literature.

1. Introduction

Online literature refers to the literature serialized and published by online writers using the basic network platform; it has a free style, incorporates a large number of modern elements, has a wide range of topics, and uses words that are close to spoken language. With the development of the Internet and new media technologies, the development of Chinese online literature overseas has shown a vigorous trend in recent years. Nowadays, there are mainly three modes of online literature going to sea: "translating to going to sea, direct going to sea and adapting to going to sea, among which translation takes up 72.0% of going to sea, which is the main mode of going to sea" [1]. Online literature has become an important part of the Chinese culture's "going out" strategy, and it bears the mission of telling Chinese stories and spreading Chinese voices. At the same time, the industrialization trend of online literature is obvious, the driving force of online literature creation has increased, and the demand for online literature translators continues to grow; in order to better demonstrate Chinese characteristics, Chinese style, and Chinese style, and enhance overseas friends' recognition of Chinese culture , To understand Chinese culture and enhance the influence of Chinese culture on a global scale, it is necessary to cultivate a large number of online literature translators with "Chinese characteristics" in China.

2. Analysis of the Status Quo of Online Literary Talent Training

2.1. Broad Market Prospects

2.1.1. Favorable Policies Help Promote Online Publications to the Sea

Nowadays, Chinese online literature has become an important force to promote Chinese culture to the world stage, and the "going out strategy" advocated by the country is a booster for Chinese online literature to enter the global market [1]. Under the continuous promotion of the "Belt and Road" related policies, as of 2019, the number of domestic online literature works exported overseas has reached more than 10,000, covering more than 40 countries and regions.

At the same time, the official forums held in various forms and the active exploration of effective models for online publications have also greatly increased the speed of China's online publications "going out".

2.1.2. The Scale of Overseas Chinese Online Literature Users Continues to Rise

The audience of Chinese online literature going abroad is very broad. As of the first quarter of 2021, the number of overseas users of Chinese online literature has reached 49.359 million, and it has grown rapidly at an annual rate of 20% +, and reader stickiness has continued to increase [2]. The continuous growth of overseas users has strengthened the confidence of online texts going overseas. At the same time, there is a greater demand for overseas translators and higher professional requirements in the market.

2.1.3. Advances in Science and Technology Boost the Development of Web-Based Translation

The vigorous development of science and technology has greatly improved the efficiency of translation and brought the entire industry to a new level. For example, Tweet Technology independently developed the world's first online literature AI translation system, which can automatically monitor, capture, translate and publish copyrighted Chinese novels. With the online text AI translation system, the industry efficiency of online text translation can be improved. 3600 times, the cost of translation has dropped to 1% of the original [1]. With technology as a strong support, the translator's enthusiasm, efficiency, and quality of translation will also increase.

2.1.4. Online Publications Bring Considerable Economic Benefits

From the consumption situation of overseas online text users, 49.5% of readers are willing to buy physical books, and 47.4% of readers are willing to pay to reward translators and authors [3]. The foreign audiences of Chinese online articles are mainly concentrated in Europe, America and Southeast Asia. This phenomenon shows that there is a vast market for online texts going overseas, and that online texts going overseas can obtain huge economic benefits.

2.2. Insufficient Professional Teaching Force

2.2.1. Missing Courses Related to Online Translation

Currently, online text translation is basically done spontaneously by folk enthusiasts, but the quality of the translations varies, especially when it comes to proper nouns in traditional Chinese culture. Folk enthusiasts cannot well translate traditional nouns into languages that overseas readers can understand. Problems can cause dyslexia. Such translation works do not truly convey the connotation and essence of traditional Chinese culture, and may even mislead overseas readers. As a new technology, AI translation is more blunt in the expression of humanistic feelings in online literature, and its performance is not satisfactory, nor can it be used as a long-term reliable method. Various translation problems have become obstacles to online literature.

2.2.2. Insufficient Faculty, Relatively Lack of Theoretical Research

There is a shortage of teachers who specialize in online literature translation courses in our country, and there are insufficient teachers. There are relatively few theoretical studies related to online literature and online literature translation in colleges and universities. As teachers play an important role of "preaching and solving puzzles", it can be said that there is still a long way to go in cultivating online talents in China.

2.2.3. Features and Techniques of Online Translation

Different from other types of literary works, online novels are filled with a large number of fictitious nouns, such as names, place names, and vocabulary related to martial arts, spells, and celestial arts. The processing of these words is the difference between the translation of online

novels and the translation of other texts. The most important points worth discussing when talking about web-text translation skills. The processing of fictitious nouns in online novels can be divided into three techniques: literal translation, free translation, and transliteration, and two or more of them can be combined for translation according to the actual situation.

2.3. Literal Translation

The literal translation method is to directly translate the literal meaning, which means that when the language conditions allow, the content of the original text is not only conveyed in the translation, but also the rhetorical style and sentence structure of the original text are retained as completely as possible [4]. When something or a concept can find equivalent expressions in two cultures, literal translation is the most important and ideal way of translation. First of all, literal translation is not word-for-word translation. The literal translation should also follow the rules of English grammar and change the form and order of words appropriately and flexibly; secondly, when adopting literal translation, the translator should pay attention to the choice Words should not only be interpreted according to the dictionary, but also should be selected according to the context and collocation. Many excellent novel title translations are good examples, such as "Almighty Sword Domain", "Coiling Dragon", "Divine Throne of Primordial Blood", and "Witchcraft". "Warlock of the Magus World" and so on. The translator did not simply translate the Chinese "domain" into the commonly considered geographic "area". Instead, the translator had a deeper understanding and translated it into a more abstract, controlled, influential or Power means "domain"; and "za" is obviously not a literal meaning, but a "throne" symbolizing power and status.

2.4. Free Translation

Free translation refers to the translation method based on a thorough understanding of the original content and based on the main idea of the original text, so as to reflect the charm of the original text [5]. For example, the name of the novel "Heroes Shed No Tears", in the implicit grammar of Chinese, should have the original meaning of "Heroes Shed No Tears". Here the translator cleverly converted the verb and translated it as "Heroes Shed No Tears" Make the translation more authentic and more in line with English expression habits.

In addition, some culturally loaded words in the novel can also be domesticated through free translation. For example, in (Physician's Odyssey), odyssey originally refers to the Greek epic "Odyssey", which tells about Odysseus after the defeat of Troy. The various experiences of wandering for ten years are later used to refer to the long and arduous journey. The translator used metaphorical rhetoric in the translation to perform free translation, converting Chinese culturally loaded words into English culturally loaded words, and realized the functional equivalence of translation. The same example is the "(minotaur demon soldier)" in "I'm going to be Yama Rising" and "Minotaur demon soldier". Yama and Minotaur are not the images of Yama and the minotaur demon soldier in Chinese myths and legends. The protector, judge and ruler of the dead in Indian mythology, "Yan Mo", and the other is Minotaur, the human minotaur monster in ancient Greek mythology, but due to similar concepts, the replacement through metaphorical paraphrase is concise and vivid. The image retains the cultural heritage and mystery of the original text.

2.5. Transliteration

Transliteration is also called "transliteration", that is, a translation method in which one type of text symbol is used to represent another type of text symbol. The advantage of the transliteration method is that it can retain the phonological beauty and cultural color of the original text, and it has an exotic flavor. Conversely, it can also enrich the expression form of the translation [6]. Usually when some proper nouns in the source language cannot find a completely corresponding concept in the target language, transliteration can be used. However,

when translating culturally loaded words and culturally characteristic words, if the complete transliteration appears too densely and complexly, it may confuse each other, reduce readers' interest in reading, and produce counterproductive effects. Therefore, other translation methods and transliteration can also be combined to assist understanding. Common forms are: transliteration plus annotation, literal translation plus transliteration, free translation plus transliteration, etc.

2.5.1. Complete Transliteration

That is, it is directly translated in the form of Chinese Pinyin without adding other information, which is a complete foreignization strategy. Translation examples include "(wuxia)", "(xuanhuan)", "(dantian)" and so on. Such culturally loaded words with Chinese characteristics are difficult to find accurately described and fully corresponding expressions in the target language, so using transliteration is the best strategy. As traditional Chinese culture gradually enters the international field of vision and Chinese martial arts novels are on the international stage, many concepts with Chinese characteristics have become popular among online readers, such as "qi", which refers to the essence of energy in the human body in the traditional Chinese context. , Is an important concept in Taoist theory ("Mozi·Ciguo" "...enough to increase vitality and insufficiency, strengthen the body and fit the stomach."), it is also an important theme in many martial arts, fairy tales and fantasy novels. Direct transliteration is "qi". Full transliteration can bring a strong sense of "impact" and "stranger" to foreign readers, and bring readers infinitely close to the source language and source language culture through maximum alienation, thereby stimulating their curiosity and the desire to explore the psychology of entering the world of novels[7].

2.5.2. Transliteration and Annotation

The comment can be marked in parentheses immediately after the transliterated word, or it can be in the form of footnotes or endnotes.

Example: ("The Legend of Mortal Cultivation") On the third day, after Han Li finished his dinner, he was waiting for his uncle's stories of Jiang Hu[1] when a carriage stopped in front of the restaurant door.

1.(TL: Jiang Hu – World of Martial Artists)

At the same time, when the source language contains alienated names and geographical names, reducing them to words that conform to the pronunciation and word formation rules of the target language can also be regarded as a kind of transliteration. In the novel "Panlong", the translator restores the names of people and places to common names in English, and adds a Chinese pinyin note afterwards: "Hillman (Xi'er'man)" "Baruch (Ba'lu'ke)" Wait.

2.5.3. Literal Translation Plus Transliteration

The translation method that combines literal translation and transliteration is most commonly used in the translation of place names. Usually, proper names (the part that reflects individual attributes in place names) are transliterated, and general names (the part that reflects category attributes in place names) are literally translated. Translation examples include: "(the Town of Wushan)", "(the Yulan Continent)" and so on.

In addition, many words derived and extended from Chinese characteristic vocabulary can be directly translated by borrowing their transliterated names, and then the extended part can be literally translated. The most common ones are the series of vocabularies created by various web authors on the basis of the traditional concept of "qi", such as "(qi building stance)", "(qi condensation)", "(qi refining)" and so on.

2.5.4. Free Translation Plus Transliteration

Translation for example: "(qi deviation)", the English translation of the fantasy novel "Yuan Zun" Dragon Prince Yuan, etc. It is worth noting that "Yuan Zun" in the name of the novel does

not refer to the Taoist concept "Yuan Shi Tian Zun", but the protagonist of the novel, Zhou Yuan, the prince of the Great Zhou Dynasty. Therefore, "Zun" should be translated into its identity (dragon prince). ", and "元" should be paraphrased back to its name Yuan. This shows that in translation, the translator's familiarity with the work and the understanding of the author's creative intentions are also very important.

3. Ways to Train Online Translation Talents

Traditional translation teaching cannot cultivate excellent language service talents that meet the needs of the online literature translation market. In the context of the new liberal arts, translation majors need to achieve multi-disciplinary integration and apply what they have learned to serve the society. The most effective starting point is to advance from the translation course.

3.1. Apply PBL Teaching Mode

PBL in this article is the abbreviation of Problem-based learning, which can be translated into problem-based learning. PBL is to put learning in a real and complex problem situation, solve the problem through the learners' independent exploration and cooperative discussion, so as to help them deeply understand the knowledge behind the problem, strengthen the problem-solving and self-learning ability (Qiao Yuling, Guo Liping, 2011)[8]58.

Compared with the three commonly used teaching modes: 3P teaching mode, task-based teaching mode and EAS teaching mode, it can be found that the PBL teaching method creates a more relaxed and active learning atmosphere for students, enabling them to build knowledge independently System, deepen the understanding of knowledge [9]. Problem context—problem analysis—problem solving—problem evaluation—summary and reflection teaching mode not only cultivates students' problem-solving practical ability, cooperation ability, thinking ability; at the same time, it can also exercise students' abilities in document retrieval and language expression, etc. Promote students' comprehensive development through cultural knowledge about Chinese history and martial arts spirit unique to online literature. Teachers help students apply what they have learned through guided translation projects, and at the same time promote communication between teachers and students. To sum up, the PBL teaching model will well meet the teaching requirements of the acquisition of cultural knowledge and the improvement of language application ability in translation learning. Here, two suggestions are made to the college web-based translation classroom using PBL teaching mode:

3.1.1. Use Projects as A Starting Point to Improve Students' Participation in Translation Practice

Based on the constructivist theory of modern teaching, PBL believes that learning is a process by which learners actively construct knowledge, and learning on the basis of cooperation is more effective [8]. Cooperative learning is the core of PBL teaching. This method makes each member of the group take on a different mission. This constraint ensures that each individual can actively participate in the problem-solving process [8]58. The cultivation of online text translation ability requires students to learn independently and cooperatively explore. In the online translation teaching class of colleges and universities, teachers can use the online translation project as a problem to be arranged in the classroom. For example, "Xingmen" is the starting point. Teachers can choose the first chapter "Inspection Division" as a one-week translation project for online literary works. Students need to complete the translation within the specified time through independent study and group practice. In this process, students can exercise comprehensive reading, text comprehension, translation, and language conversion abilities, transform their interests into professional skills, and enhance their independent exploration and cooperative learning abilities. Teachers can organize brainstorms when

following up the project, allowing students to participate in the discussion and exchange of online translation texts. In addition, online teaching platforms such as MOOC and professional corpora on websites such as Wuxia World.com can assist in the implementation of translation projects, creating a blended teaching and mobile learning environment for students.

3.1.2. Teachers Actively Participate and Transform from Classroom Leaders to Guides

Constructivist theory points out that learning is most effective under "contextualized" conditions [9]. In the PBL mode, teachers transform from knowledge resources to knowledge facilitators, ability testers, and project trackers. They can put the focus of teaching in a macro context to guide students to discover, form and solve problems. Most web-text translators come from hobbies, and in the teaching process, how to transform interest into curiosity becomes the key. Teachers should play a guiding and coordinating role in the implementation of online text translation projects, helping students find suitable projects and corresponding materials. In addition, teachers need to pay attention to students' interest in learning translation during the training process, which is the key to students' independent learning; they should also enhance students' confidence and encourage students to actively think in problem solving, dare to practice, dare to question, and be good at reflection.

3.2. Highlight the Professionalism and Practicality of Teaching Content

Nowadays, the overseas export of online literature is vigorous and the quality of works is uneven. In the face of a mixed network of online literature, how translators make value judgments and choices, and how to respond to the theme of the times, etc. should be included in the college translation talent training program. The opening of online text translation courses in universities means to break the shortcomings of "emphasizing theory and neglecting practice", putting equal emphasis on practice and theory, highlighting the timeliness of online text translation, and emphasizing the use of hands-on translation to make up for the gaps in online text translation theory. In addition, it is also necessary to recognize that technical literacy is the core literacy of current translators. "Technical turn" is the general trend of translation professional development. It is necessary to pay attention to improving students' translation skills, but also to cultivate students' technical thinking and the ability to use translation technology. Cultivate application-oriented translators who can meet the needs of the industry [10].

3.3. Promote the Integration of Industry, University and Research

The school can sign a teacher training agreement with a formal online literature platform, select teachers to use the winter and summer vacations to study, improve relevant translation technology and skills; organize translation students to conduct translation internships on the platform; industry experts can also come to the school to give lectures or conduct seminars for teachers and students Related training. Universities can also explore cooperation with the platform or jointly apply for projects. For example, it cooperates with China Reading Group to conduct public welfare live broadcast writing activities with WeChat video account; organizes "Yiqi Reading" activities with QQ Reading and China Youth Development Foundation. With the support of enterprises, colleges and universities can provide output channels for teaching content and explore new models of online text translation. Industry-university-research collaboration, mutual benefit and win-win results can ultimately cultivate excellent teachers for schools and enhance teachers' scientific research capabilities; improve the quality of talents, meet the needs of corporate talents, and achieve a balance between school social benefits and corporate economic benefits [10].

4. Conclusion

The cross-cultural dissemination of Chinese online literature represented by martial arts, fairy tales, and fantasy not only involves the translation of superficial language texts, but more importantly, the cognition and dissemination of the society, culture and ideology behind it in the global cultural competition. And acceptance. With the emergence of the Internet, the rise of Chinese online literature has become a trend that cannot be ignored in the world's popular culture. At present, we should promote the cultivation of Chinese online literature translators, promote the cross-cultural dissemination of online literature, and strive to achieve the unity of the nationality and globality of Chinese literature, as well as the traditionality and modernity, and enhance the soft power of culture.

Acknowledgments

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