

Research on Yulin Historical and Cultural Neighborhoods under the Threshold of Ecological Translation Studies and its Countermeasures for Public Notice Translation



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Abstract: With the continuous development of globalization, the importance of translation, as an important means of cultural exchange, is becoming more and more prominent. Ecological translation studies provide a new perspective to understand and practice translation activities. As an important cultural heritage in northern China, the translation of public notices in Yulin Historical and Cultural Neighborhood is not only a task of language conversion, but also a process of cultural transmission and adaptation. The purpose of this paper is to explore how to effectively deal with the translation problems in this specific cultural environment under the framework of ecological translation studies, and to propose practical translation countermeasures.

Keywords: ecological translation studies; Yulin historical and cultural neighborhood; public announcement translation

Introduction

Ecological Translation was proposed by Prof. Hu Gengshen of Tsinghua University at the beginning of the 21st century based on his “Adaptive Selection Theory of Translation”, which is an innovative translation theory. Ecological Translation mainly discusses three core elements in the translation process: the translation environment, the text itself, and the group of translators, as well as the interrelationships and roles between these elements. The innovation of Ecological Translation is that it not only highlights the leading role of the translation subject, i.e. the translator, but also emphasizes the importance of other participants in the translation ecosystem. After nearly two decades of development, Ecological Translation Studies has gradually perfected its theoretical system. Through this ecological perspective, translation is not only regarded as a process of language conversion but also

a complex interaction of cultural exchange and adaptation.

1. Historical Background and Cultural Characteristics of Yulin Historic and Cultural District

Yulin Historical and Cultural Neighborhood, located in Yulin City, China, is a street that contains deep history and cultural charm. Its history can be traced back to the Chinghua period of the Ming Dynasty, and after hundreds of years of precipitation and change, it has become the cultural symbol and spiritual carrier of Yulin City. The 2-kilometer-long Yulin old Street is famous for its unique “six buildings riding street” pattern, including Wenchang Pavilion, Wanfo Building, Xingming Building, Bell Tower, Kaige Building and Drum Tower and other historical buildings, which are lined up vertically from the south to the north, constituting a unique historical landscape. Yulin Historical and Cultural Neighborhood is not only a witness of history but

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also a narrator of modern urban changes. The ancient buildings on the street, such as the green brick-paved pedestrian street and the tree-lined streets, are vivid displays of the history and culture of the ancient city of Yulin. The Yulin cultural neighborhood is not only a street but also a cultural agglomeration area, inhabited by numerous craftsmen, such as silversmiths, paper-cutting artists, and wood-carving artists, etc., who tell their own stories with their traditional crafts and become important carriers of Yulin's cultural heritage. With the process of urbanization, Yulin neighborhoods retain their original appearance while actively looking for ways to integrate with modern urban development, showing a unique blend of history and modern style.

2. Problems in the English Translation of Public Notices of Yulin Historical and Cultural Neighborhoods

The English translation of Yulin's historical and cultural district public notices can be analyzed from many perspectives, and the lack of translator quality is the core problem. Effective translation requires not only good language skills but also a deep understanding of the relevant cultural and communication background. In an environment with rich cultural connotations such as the Yulin historical and cultural district, translators need to have high professional qualities to ensure that they can make accurate choices and conversions in the three dimensions of language, culture, and communication (Yang, 2022). The lack of attention of government departments in the translation of public notices is also an important cause of translation problems, and effective supervision and management are crucial to guarantee the quality of translation. Government departments should establish and improve the standards and processes of public sign language translation, strengthen the supervision of translation work, and ensure the accuracy and appropriateness of the translated content. The poor working attitude, insufficient reserve of professional knowledge, insufficient knowledge of English, and insufficient understanding of the importance of translation work

of sign makers lead to translation errors and improper expressions, reflecting the neglect of professionalism and responsibility in the process of public notice language production. On the other hand, public supervision and feedback are crucial to improving the quality of translation, and if the public can pay more attention to the translation quality of public notices and give constructive comments, it will help to improve the overall translation level (Xue, 2022). It can be seen that the problems of the English translation of public notices in Yulin historical and cultural neighborhoods are multifaceted, involving the translator's ability, government supervision, the sense of responsibility of the production staff, and the degree of public participation and other levels. To improve this situation, it is necessary to improve the professional quality of translators, strengthen government supervision, enhance the sense of responsibility of producers, and increase the public's attention to this kind of problem, etc., to improve the translation quality of public notices.

3. The Uniqueness of Yulin's Historical and Cultural Neighborhoods and the Way of Dissemination under the Perspective of Ecological Translation

3.1. Analysis of cultural uniqueness of Yulin neighborhoods

From the perspective of eco-translation, the cultural uniqueness of Yulin's historical and cultural neighborhood is manifested in its unique historical background, rich cultural connotation, and diversified social functions. Yulin's historical and cultural neighborhood has a profound historical origin, which was formed in the Ming Dynasty, witnessing the social and historical development of Yulin and even the northern region of China, and deeply reflecting the evolution of local culture, giving Yulin historical and cultural neighborhood a unique cultural value. The cultural connotation of Yulin historical and cultural neighborhood is rich and diverse. The architectural style, folk activities, and traditional handicrafts in the neighborhood reflect the uniqueness of the local culture, which is a blend of

tradition and modernity, history and reality. In addition, in terms of social functions, the Yulin historical and cultural neighborhood is a space for displaying historical and cultural heritage, as well as a part of the daily life of residents, at the same time, it is also an important place for attracting tourists and spreading local culture, with both historical depth and modern vitality. From the perspective of ecological translation, the cultural transmission method of Yulin historical and cultural neighborhood reflects the diversity and complexity of cultural ecology, not only through the transmission of language and text but also through non-verbal elements such as architectural style, handicrafts, folk activities, etc., which enhances the attractiveness and influence of its culture and promotes the sustainable inheritance and development of culture.

3.2. Cultural adaptation and dissemination under the perspective of ecological translation

Ecological translation emphasizes the interaction and adaptability between the cultural environment and cultural practices, showing adaptability to modern cultural trends while maintaining traditional culture, incorporating modern elements such as emerging business models and tourism activities, and demonstrating the dynamic adaptability and innovative capacity of culture. The Yulin historical and cultural neighborhood has achieved effective dissemination and sharing of culture through the inheritance of intangible cultural heritage, the organization of cultural activities, and the interaction with modern media, leaving the original culture, and making it possible to transcend the limitations of space and time and attract a wider range of groups (Lv, 2022). The cultural adaptability and dissemination methods of Yulin's historical and cultural neighborhoods reflect the complexity and dynamics of cultural ecology. In the ever-changing social environment, how Yulin historical and cultural neighborhood maintains its characteristics while carrying out effective cultural exchanges and interactions with the outside world has become the key to its future development, which requires scientific planning and rational use of the cultural

resources of Yulin historical and cultural neighborhood, and realizing the sustainable development and ecological balance of the culture through a variety of ways and channels.

4. Ecological Translation Studies in Yulin Neighborhood's Public Announcement Translation Countermeasures

4.1. Understanding and adapting to the target culture

Under the framework of eco-translation, the translation countermeasures of public notices in the Yulin historical and cultural district should focus on understanding and adapting to the target culture, which requires that the translation work should not only accurately convey the information of the original text, but also take into account the acceptance habits, values and cultural background of the target culture, and that the translation of public notices is not only a process of language conversion, but also an important link in the dissemination and communication of culture. Translation of public notices should deeply understand the cultural connotation and context of the original text, and the local characteristics and social customs contained in the public notices of Yulin historical and cultural neighborhoods should be accurately grasped, involving direct translation of the language and text, and the cultural elements should be appropriately interpreted and explained, so that the target cultural audience can feel the unique cultural atmosphere of Yulin neighborhoods based on linguistic understanding. Translation needs to be adapted to the cognitive habits and cultural expectations of the target cultural audience and to understand their language habits, cultural background, and acceptance. For example, when translating public notices involving local characteristics, more understandable expressions should be used, while adding necessary cultural notes to help audiences with non-local cultural backgrounds better understand and accept the information (Xu, 2022a). The same linguistic expressions may be interpreted differently in different cultural contexts. Therefore, translators

need to respect the culture of the original text and make appropriate adjustments and adaptations to the content that may generate misunderstandings, to ensure the accuracy and cultural adaptability of the message conveyed. From the perspective of ecological translation, the translation of public notices in Yulin's historical and cultural neighborhoods should be a dynamic and interactive process, implying that the translation work is not only a one-time language conversion activity but a continuous process of interaction and adaptation with the target culture. Translators should constantly adjust and optimize the translation strategy according to the feedback from the audience and cultural changes, to make it more in line with the development and changes of the target culture, and to realize the effective dissemination and sharing of cultural information.

4.2. Multilingual translation strategy

Multilingual translation should consider the dynamic interaction in the language ecology. In Yulin's historical and cultural neighborhoods, the intermingling of different cultural and linguistic backgrounds forms a complex linguistic ecosystem, in which various languages do not exist in isolation, but develop and change in constant interaction (Wang & Hu, 2022). Therefore, multilingual translation strategies need to consider how to achieve effective communication in this complex linguistic ecosystem, while promoting mutual understanding and integration between different languages and cultures. From the perspective of networked communication, the public notices of Yulin's historical and cultural districts are not only the transmission of on-site information, but may also be disseminated globally through social media, tourism websites, and other online platforms. Therefore, the multilingual translation strategy should take into account both online and offline communication needs, and consider how to effectively convey cultural information in cyberspace, while ensuring the consistency and accuracy of information on different platforms.

4.3. Cultural innovation

Cultural innovation in the translation process can be realized through the integration of different cultural elements. Under the background of globalization, exchanges between different cultures are becoming more and more frequent, and the translation of public notices in Yulin's historic districts can try to combine local culture with other cultural elements to create new forms of cultural expression and enrich the original cultural expressions (Qin, 2022). With the development of science and technology, digitalization and multimedia technology provide new platforms and ways for cultural communication, and the translation of the public announcement language of Yulin Historic District can make use of Augmented Reality (AR), Virtual Reality (VR), etc., to display the cultural content more vividly and interactively, and to attract a wider range of audience groups. Cultural innovation in translation also implies the challenge and innovation of the traditional concept of translation. Translators are not only concerned about the accurate conversion of language but also about how to promote cultural innovation and development through translation, which is reflected in the content and form of translation as well as the thinking and strategy of the translation process, to promote the communication and integration of the culture of Yulin Historical Neighborhoods with the global culture through practical exploration.

4.4. Understanding and interpretation of historical and cultural information

Under the framework of ecological translation, the understanding and interpretation of historical and cultural information can be explored from the perspective of the integration of cognitive linguistics and cross-cultural psychology in the translation countermeasures of Yulin's historical district public notices. From the perspective of cognitive linguistics, the translation of public notices of Yulin's historic districts should pay attention to the understanding of the cognitive mechanism and psychological process of historical and cultural information, including the in-depth analysis of local history, cultural traditions, and their symbolic meanings in the minds of

residents. The translation process should consider how to reconstruct these historical and cultural messages in the target language so that they resonate in the audience's psychological and cognitive structure (Xu, 2022b). Furthermore, considering the complexity and multidimensionality of historical and cultural information, the translation process can adopt an interdisciplinary approach, combining the knowledge of history, anthropology, sociology, and other disciplines to enhance the deep understanding of the cultural information of the Yulin Historical Neighborhoods, to excavate the multiple meanings of the historical and cultural information, and to enrich the depth and breadth of the translated content.

4.5. Cross-cultural barriers and solutions

An effective way to solve cross-cultural barriers is to adopt participatory and collaborative translation methods, testing and optimizing the translated content through interactive discussions or feedback mechanisms with the audience of the target culture to ensure that it is both faithful to the original text and adapted to the acceptance of the target culture (Xiong et al., 2022). Considered from the perspective of technological innovation, modern information technology offers new possibilities to overcome cross-cultural barriers. By analyzing a large amount of cultural and linguistic data through the use of big data analysis, artificial intelligence, and other technologies, we can better understand the language habits and cultural characteristics of different cultures, improve the accuracy and efficiency of translation, and help translators gain a deeper understanding of and predict possible cultural barriers.

Summary

In summary, ecological translation studies provide a comprehensive and in-depth theoretical framework for the translation of public notices in Yulin's historical and cultural neighborhoods. By analyzing the unique cultural characteristics and translation environment of the Yulin cultural neighborhood, this paper proposes an adaptive translation strategy, which attaches importance to

cultural sensitivity and contextual adaptation, and emphasizes the flexibility and creativity that translators need to show when dealing with texts in a specific cultural context. The translation countermeasures proposed in this paper aim to promote the interaction and understanding of Yulin's historical and cultural neighborhoods with the global culture and to provide translation practices of similar cultural heritage sites with reference and inspiration.

Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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How to Cite: Chai, H. (2024). Research on Yulin historical and cultural neighborhoods under the threshold of ecological translation studies and its countermeasures for public notice translation. *Journal of Global Humanities and Social Sciences*, 05(01), 35-40.
<https://doi.org/10.61360/BoniGHSS242015640107>