



# Tourism Translation of Jingdezhen Ceramic Culture From the Perspective of Skopos Theory

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## Abstract

Tourism translation, as an effective medium of cultural communication, accompanied by the development of tourism, is a kind of cross-language and cross-cultural communication activities. At present, in the practice of ceramic culture tourism translation in Jingdezhen, due to the cultural diversity and complexity of tourism resources and the incomplete equivalence between Chinese and English, many difficulties have been brought to the translation. This undoubtedly also caused some obstacles to the development of Jingdezhen ceramic culture and creative industry. Different from the traditional “equivalence view”, Skopos Theory focuses on the basis of analyzing the original text, requiring that the translation should be based on the expected function of the translation in order to choose the best method, which has a strong guiding significance for Jingdezhen ceramic cultural tourism translation. In view of this, based on the analysis of the present situation of Jingdezhen ceramic cultural and creative industry, this paper will discuss the problems faced by Jingdezhen ceramic cultural tourism translation and put forward some improvement suggestions from the perspective of Skopos Theory.

**Key words:** Jingdezhen ceramic culture; Tourism translation; Skopos theory

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## 1. RESEARCH BACKGROUND

In the 1990s, Britain first put forward the concept of cultural and creative industry, which was also developed under the background of globalization. Cultural and creative industry is a new and knowledge-intensive industry with the characteristics of high knowledge, strong integration and high added value. Jingdezhen, a millennium ancient city, is famous at home and abroad for its many precious ceramic monuments, exquisite porcelain making skills and unique porcelain industry customs. She has a profound history of ceramic culture development and profound ceramic culture. In February 1982, with the approval of the State Council, Jingdezhen was listed as one of the first 24 famous historical and cultural cities in China, which is a unique tourist city characterized by ceramic culture. At the same time, Jingdezhen’s foreign exchange activities are becoming increasingly frequent. More and more foreign scholars and tourists come to visit and inspect ancient ceramic cultural sites and carry out corresponding academic exchange activities.

Therefore, in such an era of rapid economic development of cultural and creative industries, as the porcelain capital, Jingdezhen must seize the opportunity to combine ceramic culture with creative industry perfectly, and vigorously develop Jingdezhen’s ceramic culture and creative industry. Meanwhile, the development of tourism industry promotes the development of tourism translation, in turn, the development of tourism translation will promote the propaganda and introduction of Jingdezhen ceramic cultural tourism resources, as well as the development of Jingdezhen tourism industry. However, due to the differences of language and culture, the present situation of Jingdezhen ceramic culture tourism translation is not satisfactory, and there are still many problems in tourism translation, which restricts the rapid development of Jingdezhen tourism.

Skopos theory, as the core part of functional translation theory, has strong guidance and practicality. It emphasizes

that the translation should choose the best processing method on the basis of analyzing the original text and aim at the expected function of the translation. The translator must be able to select specific translation methods or strategies for specific translation purposes. After decades of research and development, the application of relevant theories has become more and more common, especially in guiding translation has achieved remarkable results. Therefore, from the perspective of Skopos Theory, this paper combines it with Jingdezhen ceramic cultural tourism translation, and puts forward some suggestions for the practical application of this theory in specific tourism translation, which has its unique characteristics and certain innovation.

## 2. PREVIOUS STUDIES ON CERAMIC CULTURAL TOURISM TRANSLATION

Tourism translation is an effective medium to spread culture, accompanied by the development of tourism. Generally speaking, tourism translation is a kind of cross-language, cross-social, cross-cultural and cross-psychological communication activities. Tourism translation includes dynamic tourism information translation, such as tour guide, explanation, simultaneous interpretation, etc., as well as static tourism information translation, such as tourist brochures, scenic spot signs, public signs, etc.. Due to the diversity, complexity and incomplete equivalence of tourism resources and culture, it encounters many difficulties in the practice of tourism translation.

For the purpose of better understanding the present situation of ceramic culture tourism translation in Jingdezhen, the author carried out a related search in CNKI, and found up to 5871 articles with the theme of “ceramic culture”. For example, Yuqian Chen and Lisa Yang (2010) discussed the concept and characteristics of ceramic culture; Baosheng Deng (2012) made several thoughts on how to promote the development of creative industry. Taking “ceramic culture translation” as the theme, 21 results are obtained. For example, Feibing Ou (2018) took the name translation of ceramic objects as an example to analyze the hypertext of cultural mistranslation; Na Hu (2016) studied the inheritance and development of ceramic culture from the perspective of ecological translation. While, with the theme of “ceramic cultural tourism translation”, only 4 articles can be searched, such as Hongchun Deng (2016)’s thoughts on the current situation of ceramic cultural tourism text translation and cross-cultural communication, and Jun Li (2009)’s on training strategy of Jingdezhen ceramic cultural tourism translation talents.

The fact shows that many scholars have carried out relevant research on ceramic culture, but few studies

on tourism translation under ceramic culture. The present translation mainly depends on the experience of translators and lacks the basis and guidance of relevant translation theories, which will be a major obstacle to the development of Jingdezhen ceramic culture tourism.

Therefore, in ceramic tourism translation, translators should first have a solid foundation in translation theory, and then learn to use different translation methods flexibly to properly handle the ceramic cultural information transmitted in tourism materials. This can make the translation of tourism materials better serve for the spread of ceramic culture, thereby further promote the prosperity of tourism economy.

## 3. APPLICATION OF SKOPOS THEORY IN THE TOURISM TRANSLATION OF JINGDEZHEN CERAMIC CULTURE

### 3.1 Brief introduction to Skopos Theory

Skopos theory, belonging to one of the schools of functional translation theory, put forward by Hans Vermeer (Vermeer), which completely free translation research from the bondage of the original central theory. The theory points out that translation should be a purposeful and fruitful behavior based on the original text, which must be completed by negotiation, and the translation process must follow a series of rules, in which the law of purpose is the first. In other words, the translation should depend on the purpose of the translation. Different from the traditional concept of equivalence, Skopos Theory focuses not on whether the translation is equal to the original text or whether the translation is “perfect”, but on the basis of analyzing the original text and aiming at the expected function of the translation. The translator must be able to choose a specific translation method or strategy for a specific translation purpose.

Because Skopos theory is function-oriented and pays special attention to readers’ feelings, it is more suitable for applied stylistic translation than other traditional translation theories. Meanwhile, Skopos theory only provides a new translation perspective for the translator, and the specific translation means need to be decided by the translator himself. Therefore, in order to achieve the desired purpose of translation, the translator should pay attention to the special needs of the specific readers under specific conditions in the process of concrete translation practice, and combine the purpose of translation with the special situation of the target readers in order to make the best processing of the original information.

### 3.2 Application of Skopos Theory in the Tourism Translation of Jingdezhen Ceramic Culture

Under the reference of Skopos theory, translators should pay special attention to the conversion of part of speech,

sentence components and sentence patterns in tourism translation, and try to adopt specific translation methods such as transliteration, interpretation and annotation, merger, supplement and reorganization. At the same time, we should avoid big words as far as possible in tourism translation, so that readers can understand them easily.

Taking the following as an example, when introducing Jingdezhen's four famous porcelain, translators cannot just translate it into "There are four famous ceramics in Jingdezhen.", which will make foreign readers feel confused. Instead, we should use supplementary translation strategy to make a further explanation. Therefore, it's better modified into "Jingdezhen's four famous porcelain-blue and white, blue and white with rice patterns, color porcelain and famille rose are famous at home and abroad." In this way, the essence of Jingdezhen ceramic culture can be better conveyed and accepted by foreign tourists. Moreover, when introducing the town kiln in the ancient kiln of Jingdezhen famous scenic spot to foreign friends, we should translate it into Jingdezhen kiln instead of town kiln, because it refers to Jingdezhen kiln, one of the traditional Chinese kilns.

In addition, in the process of translation, attention should be paid to ensuring the unity of the translation, that is, to maintain the same form of translation terms for the same type of content, so as to avoid pragmatic or cultural translation errors. Take the translation of "famille rose" in tourism translation as an example, some translators directly transliterate it as "Fencai", but in the early days, famille rose was mostly related to rose red, so "famille rose" translation has long been widely accepted by the public. Therefore, under such circumstances, the translator should choose the translation that has been widely accepted by western readers and follow the established principle.

In a word, Skopos theory is a translation method summed up from translation practice. Skopos theory is the demand of the times and the development of translation theory. Its significance lies in its large amount of information per unit, high speed of dissemination, the most effective information and helping to save the time of translators and readers, so that readers can absorb foreign information most fully and directly. Applying Skopos theory to Jingdezhen ceramic cultural tourism translation can undoubtedly lay a solid theoretical foundation for its translation. When greatly improving the accuracy of the translation, it can also make foreign tourists appreciate

fine porcelain and increase their knowledge of Chinese history and culture as well.

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## CONCLUSION

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The development of Jingdezhen ceramic culture and creative industry is the demand of the times and an important measure of economic development. Under the background of ceramic culture and creative industry, there are still some defects and shortcomings in Jingdezhen ceramic cultural tourism translation. Therefore, when encountering translation problems, different techniques should be tactically adopted, so that the translation can not only effectively transmit tourism information, but also accord with the aesthetic taste of readers and tourists. Meanwhile, effective measures should be taken to improve the situation and relevant talents should be trained and introduced so as to better promote the development of Jingdezhen ceramic cultural tourism industry.

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