

## Research Report on the Publicity of Hangzhou's International Image: The English Translation of Global Communication Language

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### Abstract

Through the two main methods of field investigation (data collection) and personal interviews, this research report, combined with studies of translation on global communication language in China, investigates the English translation of global communication service in Hangzhou by using professional OCR recognition software and computer-aided translation (CAT) technology, explores the confusion in the translation of these language collected from the West Lake scenic area, museums, the Asian Games' main venues and traffic along the route, etc., then carrying out detailed classification and analysis of translation errors and analyzes their occurrence in many aspects. Finally, it puts forward corresponding countermeasures and suggestions to improve the translation quality. The report points out that global communication language is an indispensable part of China's foreign language services, city's international language environment and global image construction, and the translation is also related to China's foreign language education planning and city-level policy research. Translation of global communication language should use appropriate translation strategies, and should be leveled up to foreign communication translation and cultural exchanges between China and foreign countries as well as be examined from the perspective of external publicity and construction of international city image. The Hangzhou government should also effectively insure the translation quality, service quality and city benefits of global communication language on a macro level.

**Key words:** Global communication language

in Hangzhou; Translation of global communication language; International image; External publicity

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### INTRIDUCTION

As the name implies, foreign publicity refers to all the written languages used in foreign publicity, covering a wide range, including public notices, portal websites, brochures, etc. Public signs are the most important part of foreign announcements. Wang Ying and Lu Hefa define them as follows: Public signs refer to publicity and exposure to the public, announcements, instructions, displays, warnings, and signs related to life, production, life, and ecology. Text and graphic information related to life and career. The basic publicized text information related to food, lodging, travel, travel, entertainment, shopping behaviors and needs publicized to the public, tourists, overseas guests, foreigners in China, Chinese citizens traveling and doing business abroad, etc., are all in public language research within the scope (2006). Most of the content covered by foreign announcements is consistent with that, that is, any written language set up in public places for the public to see. It is the most common and most accessible practical language in people's lives, and it is also a kind of open to the public. In order to achieve a special style of communication purpose. In other words, foreign publicity translation is a kind of translation practice that takes foreign readers as the center and uses communicative communication as the main means to translate the source language into the target language. It

reflects the level of foreign communication in a city or even a country. Humanistic environment construction and international image appearance.

According to different classification standards, foreign announcements can be divided into different categories. From the perspective of the carrier of foreign announcements, it can be divided into traditional signboards, physical materials (or metal, or wood, or paper, or walls, etc.) and electronic display scrolling screens (digital) or website announcements; According to the way of writing, it can be divided into symbolic, textual, image or both; according to the classification by purpose, the foreign announcements can be divided into road traffic announcements, public announcements, and tourist attractions. And environmental protection and energy saving public announcements, etc. Due to the rich content of foreign propaganda, covering basic information on food, accommodation, travel, travel, entertainment, shopping behavior and needs, and the measurement standards of foreign propaganda are diverse, this research report has actually visited Hangzhou through field inspections and data collection. The city's famous scenic spots, museums and exhibition halls and transportation along the route, and actively combined with the Asian Games background, strive to more comprehensively include various forms of publicity and presentation methods of foreign publicity, and lay a solid foundation for subsequent further translation analysis.

Publicity refers to explaining and explaining to foreigners in order to achieve the purpose of introducing China and disseminating information. As one of the main channels of China's external communication, its purpose is to accurately and clearly introduce the basic situation of China, so that foreign audiences with different ideologies and different cultural backgrounds can better understand Chinese culture and content. Therefore, foreign announcements have the following important functions: indicative, reflecting thoughtful information services; prompting, prompting, without any specific meaning, but widely used; restrictive, restricting people's behavior; compulsory, Require the relevant public to take or not to take any action. As a language with both informational and calling functions, the translation of foreign announcements should be a whole with clear semantics, clear logic, complete information and organic integration, so as to realize its expected service value and social effect.

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## 1. STATUS QUO OF CHINA'S FOREIGN PROPAGANDA TRANSLATION RESEARCH

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Since the 1990s, China's foreign publicity translation has developed rapidly, which has greatly promoted the exchanges between China and the world, but at the same

time, many translation problems have also appeared. Duan Liancheng classified the problems in the translation of Chinese foreign propaganda into two categories: grammar, spelling and other language expression errors, and misunderstanding or incomprehension caused by language and cultural differences (1992). In recent years, with the rapid development of China's economy and culture, and the continuous improvement of national awareness, scholars have gradually intensified their research on foreign language translation, and their perspectives have become more diverse. As Beijing, Shanghai and other places have promulgated foreign language translation standards, major cities have followed suit and promulgated local standards to regulate the translation and writing of public announcements within and outside the city, thereby further optimizing the city's style and appearance and improving the city's service level. In addition, academic works and research results related to translation of foreign public announcements have been published continuously, which has caused endless problems and improprieties in translation of foreign public announcements to receive certain attention and improvement, and make them enduring in the translation industry. A hot topic, especially at the time when Hangzhou is about to host the Asian Games, the translation of urban foreign language announcements has become a part of the preparatory process that cannot be ignored. In order to welcome the Olympic Games, Beijing officially issued the "Law on English Translation of Bilingual Signs in Public Places" in November 2006, which not only made detailed regulations on the general rules for publicity in public places, but also specified scenic spots, road traffic, etc. Standards for English translation of terms used in sports venues and other publicity occasions have been stipulated. Similarly, Shanghai Municipality issued the "Standards for English Translation and Writing in Public Places" in September 2009, which, in addition to the general rules, also established standards for foreign publicity translation in several areas such as tourism, transportation, culture, sports, and business services.

According to CNKI statistics, the research on the English translation of foreign public announcements in China started relatively late. The initial stage was between 1989 and 2004. However, there were only 3 related papers, and the content did not go deep into the translation itself. It was not until the end of the 1980s that domestic scholars began to pay attention to and discuss the standardization and systemic issues of English translation of foreign publicity. In addition, domestic research on translation of foreign announcements mainly focuses on public signs, and other components of foreign announcements are rarely taken into consideration. Domestic research on foreign publicity translation is mainly based on scholars' rich experience in pragmatic research or translation practice, and then come up with translation strategies and visions for foreign publicity translation. In September

2004, the “Chinese-English Public Signs Dictionary” edited by Lv Hefa and Shan Liping provided professional and authoritative translation templates and standards for our foreign public announcement translation, paving the way for subsequent foreign public announcement translation practice and related research. Up the road. From 2004 to 2014, the number of research results on the translation of foreign public announcements in China has increased sharply. This period is also the period of development of foreign public announcements translation research, and the research topics are relatively richer, covering tourism foreign public announcements translation and labeling. Foreign publicity translation, traffic foreign publicity translation, etc., and the research theoretical framework is no longer limited to functional equivalence theory and teleology, and gradually expanded to adaptation theory, communicative translation theory, ecological translation theory, cognitive schema theory, and communication Learning theories, interlingual transfer model theory, and translation theory, etc., have greatly expanded the perspective of foreign language translation studies. In the past ten years, China’s domestic foreign public announcement translation studies have focused more on the formulation of translation standards, multilingual foreign public announcement translation, translators and audiences, CAT technology and foreign public announcement translation, etc., and the research fields continue to be Advance to meet the needs of social production and life. Generally speaking, there are relatively many research results in this field, and the theoretical foundation is extensive. Investigation and analysis has always been the mainstream direction of foreign language translation research.

## 2. PROSPECTS FOR TRANSLATION OF CHINESE FOREIGN ANNOUNCEMENTS

As the process of globalization continues to accelerate, competition and cooperation between countries are not only reflected in hard power such as national economic strength, but also reflected in a country’s soft power such as social services and cultural self-confidence. National soft power not only includes the country’s education, culture, laws, and systems, but even includes the attitudes, mentality, social participation, and construction enthusiasm of the citizens and other factors that influence and cohere the citizens.

As a special language form for external propaganda, showing the appearance of the city and the national cultural situation, foreign publicity plays an important role in the construction of international image. Therefore, a suitable and appropriate translation of foreign announcements reflects the charm of the city and the soft power of the country to a certain extent, and has far-reaching significance and influence. Foreign

announcements are an important part of the country’s humanistic language environment, because it is the docking point between Chinese and foreign cultures and the intersection of cultural exchanges. It can regulate people’s social behavior, adjust interpersonal relationships, improve production efficiency, deter crime, be passionate, and optimize the living environment. It is helpful to build a harmonious society and a charming city. Therefore, the standardization and standardization of foreign language translation can be said to be the key project and the only way to shape the city’s external image and the construction of the national humanistic environment. It is both important and necessary. In view of the actual situation of foreign language translation, there is still much to do in this field.

### 2.1 Investigation on the Status Quo of Foreign Language Translation in Hangzhou

Initiation. Due to its own characteristics, foreign announcements can be seen everywhere in life. The author and the five team members are all graduate students majoring in MTI in Hangzhou, hoping to apply the translation theory and professional translation knowledge and skills they have learned to real social practice, exercise translation practical ability, and have gone through translation practice activities. Training and running-in will eventually consolidate what I have learned, promote the development of English translation of foreign publicity, and contribute a modest force to the city of Hangzhou where he is located, and help the Asian Games sports event. Even in normal times, no matter where they go, the team members have always maintained the habit of observing the English signs of foreign propaganda and recording improper translations. It is precisely because of the enthusiasm and social responsibility of the translation profession, but also because I have witnessed the awkwardness of the wrong foreign language translation, and witnessed the embarrassment and embarrassment of foreigners facing the English version of the foreign language. On the eve of the second Asian Games, the author and team members gave birth to a research report on the publicity of Hangzhou’s international image, and took the English translation of publicity in and out of Hangzhou as an example. After many touches and careful preparations, our team made a series of on-site visits to the improper phenomenon of foreign language translation in Hangzhou, observation records, sorting and summarizing, etc., in order to point out the errors and mistakes in the translation, which can help Hangzhou The city’s international image publicity work has made one or two contributions.

Research object. The subjects of this research report are the English translations of foreign propaganda in the West Lake scenic area of Hangzhou, major museums in Hangzhou, the vicinity of the main stadium of the Asian Games, and the traffic along the route.

Research background. First, considering the team's own reasons that the author and members are all studying in Hangzhou as graduate students, it is still inconvenient to travel to other provinces or cities during the school period; the other is that the new crown epidemic has not yet completely ended, in order to avoid long-distance movement of people. It is ideal to stay in Hangzhou to carry out research; in addition, Hangzhou is the actual venue of the Asian Games, with a large number of venues and related facilities, which are highly compatible with the research theme. Taking into account the constraints of time, distance, personal protection, subject-related and other internal and external conditions, the nearest location is Hangzhou City. Second, the famous city Hangzhou is the political, economic, cultural and financial center of Zhejiang Province, one of the central cities in the Yangtze River Delta, one of China's important e-commerce centers, a national historical and cultural city and an important scenic tourist city, known as the East Geneva and Known as paradise on earth. With a superior geographical location and rich historical and cultural heritage, Hangzhou is also a leader in e-commerce in the Internet era. The city with a strong oriental flavor is accelerating the pace of internationalization, comprehensively improving Hangzhou's innovation capabilities and internationalization level, and promoting the city management system And modernization of governance capabilities, setting a new benchmark for the sustainable development of international cities, and increasingly showing an "international norm." Hangzhou has successfully hosted the 2016 G20 Summit and the 2018 World Short Swimming Championships, fully demonstrating China's important influence on the international stage. The G20 Summit gave the world a new understanding of Hangzhou, enhanced Hangzhou's international reputation and influence, and accelerated the internationalization of Hangzhou, a famous historical and cultural city. In the face of major sports events such as the upcoming Asian Games in 2022, Hangzhou has seized the major opportunities of the "post-summary and pre-Asian Games", benchmarked internationally, opened up and integrated, and is indeed the first choice for research projects.

Position sampling. As mentioned above, the foreign publicity language covers almost all areas such as scenic spots, transportation, venues, shopping, entertainment, etc. The reason why I choose the foreign publicity language of Hangzhou West Lake Scenic Area, Hangzhou's major museums, the vicinity of the main venues of the Asian Games and the transportation along the route, etc. The translation is a research sample, because these places are unique urban features of Hangzhou, and at the same time they are the must-go places for foreign tourists to come to Hangzhou. There is a large flow of foreign personnel, which has extremely high research value and reference value. Samples and extracts from them The English translation of the foreign publicity language is relatively

more representative and can see the big picture in a small way.

Hangzhou is world-famous for its tourism resources, cultural atmosphere, modernization and internationalization. Hangzhou is beautiful and beautiful. Thousands of years of history have nurtured rich and splendid "Liangzhu Culture", "Wuyue Culture" and "Southern Song Culture". The city has a history of more than 2,000 years. During the Sui Dynasty, Hangzhou, as the terminal of the North-South Grand Canal, made great progress in urbanization based on commercial economy. In the early years of the Yuan Dynasty, Marco Polo, an Italian traveler who visited Hangzhou, called Hangzhou "the world's most beautiful and luxurious Tiancheng". Through the Ming and Qing Dynasties to the present, Hangzhou has always been the capital city of Zhejiang Province. The ancient and young Hangzhou has gone through a thousand years of development and changes. Although it has gone through the vicissitudes of life, it is now rejuvenated. The city is centered on the West Lake, surrounded by major museums, exhibition halls and memorials, and the city's road traffic is in the original Based on the needs of the Asian Games, Hangzhou is moving from the "West Lake Era" to the "Qiantang Era". Hangzhou has become a shining jewel in Southeast China with its unique historical heritage, humanistic scenery, cultural heritage and increasingly modern and international social life.

In this investigation, the team focused on finding the target location of foreign public announcement translation that fits the research theme based on the actual situation in Hangzhou. Finally, the West Lake scenic spot, major museums, the vicinity of the main venue of the Asian Games and the traffic along the route were selected as sample collection locations. It not only conforms to the research theme and translation discipline, but also conforms to the overall goal of Hangzhou's external image construction and its internationalization process.

Research method. This survey mainly adopted the method of collecting textual data on the spot, supplemented by personal interviews. All samples adopted in this research report are derived from personal field visits, shooting, and extraction by members of the team. The shooting locations are mainly concentrated in the West Lake Scenic Area and its surrounding famous attractions, the Southern Song Dynasty Royal Street and Qinghefang Street, major historical museums in the main urban area of Hangzhou, handicraft museums, porcelain museums, natural science and technology museums, Hangzhou Olympic Sports Center, and the host of the Asian Games The area around the lotus bowl at the venue and the main road traffic along the above locations. Personal interviews mainly involve conversations with foreign tourists, foreign teachers, foreign students and other relevant persons, and collect their opinions and suggestions on foreign language translation.



Research process. About the preliminary preparation for the survey, the research and practice team is a group of five people, including one team leader, four team members, and one instructor. The team officially went to the established research site on July 2, 2020 to carry out on-site inspections. Taking into account the physical fitness of the team members and the actual route arrangement, all members will be on July 4, July 6, and July 8, respectively. On July 10th and 11th, according to the established schedule, I went to the scene to take pictures. In the team, I am mainly responsible for determining the final survey location, coordinating the research schedule, collecting and managing photos taken in foreign language, organizing and completing analysis of foreign language translation problems, monitoring translation quality, and writing research reports. In order to investigate the actual situation of foreign language translation in Hangzhou in a more comprehensive and systematic manner, the team mainly made the following preliminary preparations:

Determine the research destination. The team's research destinations are determined mainly based on two aspects: one is the local transportation hub with large passenger flow, such as Hangzhou East Railway Station and Metro Line 1, and the second is the recommendation of the customer service staff of the passenger station, such as the recommendation of the Hangzhou East Railway Station customer service staff. Lecheng Station Railway Station and Metro Line 2.

Research process arrangement. Due to the limited time for field research, team members need to complete all field research tasks within ten days. The team members unanimously negotiated and decided to complete all the photo collection work in five days with one day interval in accordance with the distance and distribution area of the target sampling point. The team leader informs the members of the destination for the next day's investigation the night before each departure, chooses the bus route and informs the meeting time and place, and adheres to the principle of "shooting on the same day, summarizing on the same day", and summarizing all the photos taken by the team members in a timely manner. It also records the daily expenses of the team members, collectively discusses their thoughts and feelings during the shooting, selects the foreign language translation texts that have objections, and discusses revisions together.

Equipment preparation. The team members checked their cameras or mobile phones several times before each trip, and each carried a charging cable and a power bank to ensure that the electronic equipment for shooting and communication had sufficient power. At the same time, hard leather notebooks and signature pens are prepared for recording when necessary, and the team prepares a recording pen for emergencies.

Security issues. Because this survey is a collective activity in Hangzhou, although the team members follow

the arrangements, they must also pay special attention to the communication, personal safety and property safety of the team members. Not only must we know the driving route and where to go in advance, but also find a place to eat at the right time on the day of the survey, and adjust the rest time at any time according to the actual situation of the day, so as to maintain the physical and mental state of all the team members and successfully complete the daily shooting tasks.

Prevent heatstroke and mosquitoes. Since the survey was carried out during the summer, the weather was hot and humid, and mosquito bites were frequent, the team members prepared heatstroke prevention and cooling equipment in advance, such as parasols, sun hats, cooling oil, Huoxiang Zhengqi water, anti-mosquito stickers, toilet water, etc. to ensure the players' health. The situation is normal and the research task can be completed smoothly and efficiently.

Epidemic prevention and control. During the investigation, the new crown epidemic has not yet ended. Whether it is a tourist attraction or a major transportation station, the flow of people is huge, and the epidemic prevention and control measures must not be relaxed. To this end, each team member wears a mask every time they go out for research, and carries 75% disinfection spray or gel, paper towels and wet wipes with them to ensure personal hygiene and health, and actively cooperate with the prevention and control of the epidemic in Hangzhou.

## 2.2 Methods Involved in the Survey

Field research method. Through field surveys, data collection, and personnel visits to the target language application environment, we can obtain macro and micro contextual information, public signs and public information service systems, and specifically understand the audience's culture and needs characteristics, and then form a corpus (2011). Therefore, the most intuitive and effective method for investigating English translations of foreign publicity is also the field investigation method, which is also the most fundamental method used in this investigation. Through field visits and investigations, the team members will personally shoot and screen, and the source of any photos is clear and available, and the data is true and effective.

Data collection method. Academic journals, monographs, and book research: translators should extensively collect information and materials related to the translation of public signs, papers, seminar minutes and other information, and conduct in-depth research; mass media: newspapers, magazines, radio, television, Internet, and others. Publications often provide valuable information about trends and developments in specific areas (2011). This survey also mainly relied on Baidu search, Kumo search and CNKI to check foreign propaganda language translation related materials, and inquired about the English introduction of famous scenic

spots and government portals in Hangzhou, the official website of related transportation networks in Hangzhou, and the official WeChat official account, etc. Get real-time information.

Case study method. Through the statement, comparison and analysis of the foreign publicity cases obtained from the shooting, the crux of the problems in the English translation of the specific cases are pointed out, and the current situation of the foreign publicity translation in Hangzhou and the major and minor problems appearing in it are intuitively discovered. The research report is based on the corresponding translation theory and The principle puts forward corresponding translation strategies and methods in order to provide appropriate reference and corrections for the English translation of foreign publicity in Hangzhou.

Material collection. After on-site research, web search, and shooting, the team will collect the information and photos obtained one by one, and mark and categorize them accordingly. The team is organized into categories according to the location or topic of each survey. One location (topic) and one folder are all submitted to the team leader on the day of each trip and backed up so that they can arrange subsequent translation extraction and processing tasks.

### 3. STATISTICS AND DISCOVERY

After many post-statistics, the preliminary results of this survey are as follows: The team has 22 survey locations in total, with the West Lake scenic area as the center and radiating all around. The geographical coverage is extremely wide, and the content covers biological landscapes, geological landscapes, water landscapes, cultural landscapes, ruins, cultural relics, etc. In addition, the team also combined the Hangzhou

People's Government Network, Hangzhou Tourism Network, Hangzhou Publicity Network, and the new English portal "China·Hangzhou" English website (<http://www.ehangzhou.gov.cn>) and other major portal websites in Hangzhou. The final effective photos totaled 2447, including 33 Hangzhou Museum, 62 Hangzhou Local Records Museum, 144 West Lake Museum, 68 Qinghefang and Southern Song Dynasty Imperial Street, and Dujin 50 tickets for Health Museum, 55 tickets for West Lake Central Scenic Area, 110 tickets for Leifeng Tower Scenic Area, 121 tickets for Wulin and Gushan Pavilion Area of Zhejiang Museum, 68 tickets for Hangzhou Olympic Sports Center and International Expo Center (the main venue of G20 Hangzhou Summit), Wushan Scenic Area 58 pieces, 29 pieces of Hangzhou Southern Song Guan Kiln Museum, 47 pieces of Wansong Academy, 39 pieces of Zhejiang Art Museum, 337 pieces of China Hangzhou Cuisine Museum, 316 pieces of China Silk Museum, 110 pieces of Hangzhou Art Museum of China, 170 pieces of Zhejiang Science and Technology Museum Zhang, 204 Zhang, Zhejiang Natural Museum, 98 Beijing-Hangzhou Grand Canal Museum, 118 Canal Industry Museum (China Umbrella Museum, Chinese Fan Museum, Chinese Knife, Scissor and Sword Museum) 118, Lingyin Temple Scenic Area 23, and 187 along the road Zhang.

#### 3.1 Feature Analysis

After collecting the required research materials and photos, the team members used professional OCR recognition software and computer-aided technology Finereader, ABBYY Aligner, Yufan Terminology, Excel, Wordsmith, SDL Trados/MemoQ and other computer-aided translation software to extract, Alignment, analysis and review work. The characteristics of the survey materials are now analyzed as follows:

N						
text file	Overall	英文.txt	E.txt	英文.txt	英文.txt	
file size	280,861	29,305	142,037	48,162	61,357	
tokens (running words) in text	44,482	4,593	23,075	6,895	9,919	
tokens used for word list	43,711	4,498	22,666	6,772	9,775	
sum of entries						
types (distinct words)	7,043	1,544	4,362	2,458	2,533	
type/token ratio (TTR)	16.11	34.33	19.24	36.30	25.91	
standardised TTR	45.28	48.15	43.28	51.00	45.29	
STTR std.dev.	52.88	41.79	53.44	42.96	49.22	
STTR basis	1,000	1,000	1,000	1,000	1,000	
mean word length (in characters)	5.12	5.17	4.98	5.73	5.01	
word length std.dev.	2.82	2.62	2.60	3.79	2.57	
sentences	1,747	169	924	274	380	
mean (in words)	25.02	26.62	24.53	24.72	25.72	
std.dev.	20.76	25.98	16.64	26.58	22.37	
paragraphs	4	1	1	1	1	
mean (in words)	10,927.75	4,498.00	22,666.00	6,772.00	9,775.00	
std.dev.	8,118.44					
headings						

Figure 1 Overview of translation materials

The team members save the Chinese and English bilingual text extracted by Finereader software as txt. and docx. files, and then further process them through the word list option of WordSmith, and know the standard symbol/character ratio (STTR) of the overall translation of the foreign language. It is 52.88. The evaluation shows that the vocabulary density of the Hangzhou foreign publicity translation is relatively moderate. It can be seen that the foreign publicity discourse style is mostly flat and straightforward. This is also determined by its own language characteristics,

and the changes in the selected vocabulary for English translation are not abundant. The source language text is not as difficult as literary language, but it also poses considerable challenges for translators. It can be seen from the figure that the average word length of Hangzhou foreign publicity translation is 2.82, which is relatively short and concise in general, which is in line with the concise characteristics of foreign publicity translations. The overall style of the Hangzhou foreign publicity translations in this survey is concise and not procrastinated. Conducive to external communication.

Word list								
N	Word	Freq.	%	Texts	%	Dispersion	Lemmas	Set
1	THE	3751	8.43	4	100.00	0.93		
2	OF	1861	4.18	4	100.00	0.96		
3	AND	1725	3.88	4	100.00	0.95		
4	IN	1291	2.90	4	100.00	0.95		
5	#	771	1.73	4	100.00	0.90		
6	A	691	1.55	4	100.00	0.88		
7	TO	661	1.49	4	100.00	0.93		
8	IS	406	0.91	4	100.00	0.83		
9	WAS	349	0.78	4	100.00	0.94		
10	WITH	335	0.75	4	100.00	0.88		
11	SILK	331	0.74	4	100.00	0.58		
12	AS	278	0.62	4	100.00	0.92		
13	ON	274	0.62	4	100.00	0.89		
14	LAKE	269	0.60	4	100.00	0.63		
15	DYNASTY	245	0.55	4	100.00	0.89		
16	FOR	233	0.52	4	100.00	0.91		
17	WEST	209	0.47	4	100.00	0.67		
18	FROM	203	0.46	4	100.00	0.89		
19	IT	201	0.45	4	100.00	0.85		
20	ARE	198	0.45	4	100.00	0.83		
21	BY	192	0.43	4	100.00	0.90		
22	CHINA	187	0.42	4	100.00	0.85		
23	WERE	187	0.42	4	100.00	0.93		
24	HANGZHOU	181	0.41	4	100.00	0.68		
25	AT	143	0.32	4	100.00	0.88		

Figure 2  
 Wordlist of translation materials

Word list								
N	Word	Freq.	%	Texts	%	Dispersion	Lemmas	Set
365	RD	16	0.04	4	100.00	0.57		
366	RICE	16	0.04	3	75.00	0.49		
367	SEVERAL	16	0.04	4	100.00	0.77		
368	STATION	16	0.04	3	75.00	0.70		
369	SUI	16	0.04	3	75.00	0.50		
370	TABBY	16	0.04	1	25.00	0.43		
371	TAPESTRY	16	0.04	2	50.00	0.19		
372	TOMB	16	0.04	3	75.00	0.55		
373	TRANSPORTATION	16	0.04	3	75.00	0.59		
374	TYPES	16	0.04	2	50.00	0.70		
375	CARE	15	0.03	4	100.00	0.56		
376	EXIT	15	0.03	4	100.00	0.53		
377	FABRICS	15	0.03	3	75.00	0.58		
378	FIRE	15	0.03	4	100.00	0.58		
379	HORSE	15	0.03	1	25.00	0.33		
380	IF	15	0.03	4	100.00	0.76		
381	INFLUENCE	15	0.03	3	75.00	0.79		
382	INSTITUTE	15	0.03	4	100.00	0.59		
383	JADE	15	0.03	4	100.00	0.35		
384	JAPANESE	15	0.03	3	75.00	0.57		
385	JIANGNAN	15	0.03	4	100.00	0.71		
386	KEY	15	0.03	3	75.00	0.60		
387	METERS	15	0.03	4	100.00	0.50		
388	PAPER	15	0.03	3	75.00	0.66		
389	PROVINCIAL	15	0.03	3	75.00	0.63		
390	REGION	15	0.03	3	75.00	0.66		
391	REPRESENTATIVE	15	0.03	4	100.00	0.84		
392	ROBES	15	0.03	1	25.00	0.28		
393	ROOM	15	0.03	4	100.00	0.69		
394	SCENERY	15	0.03	3	75.00	0.54		
395	SMOKING	15	0.03	4	100.00	0.62		
396	SOCIAL	15	0.03	3	75.00	0.84		
397	SPREAD	15	0.03	4	100.00	0.76		
398	STATUES	15	0.03	4	100.00	0.50		
399	TEMPLES	15	0.03	3	75.00	0.37		
400	TREADLE	15	0.03	1	25.00	0.15		

Figure 3  
 Wordlist of translation materials

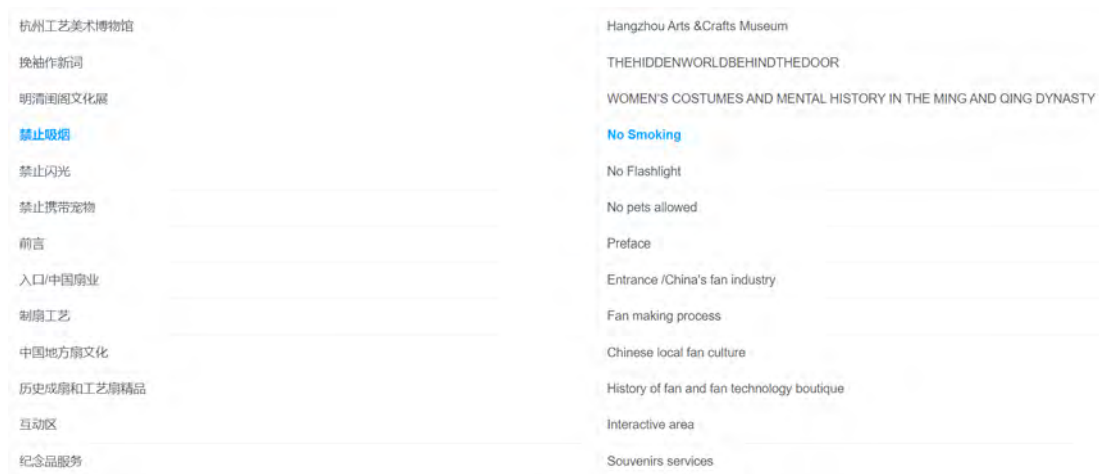


According to statistics of this survey, there are a total of 7043 bilingual terms. From Figure 2 and Figure 3, we can see that the frequency of “THE”, “OF” and “AND” is among the top three, and there are also many English function words appearing in the translation. The frequency of is as high as hundreds of times, and most of them appear in the processing text of the four team members. This also shows from the side that the above three words

are mandatory expressions of English terms and play a structural role in connecting the English translation. The changes of bilingual entries located in the middle part of the vocabulary are more diverse. The structural vocabulary and function words of English have been greatly reduced, mostly descriptive content words such as nouns and adjectives, and the distribution of the target language is relatively more scattered.



**Figure 4**  
Bilingual entries of translation materials



**Figure 5**  
Bilingual entries of translation materials

The team also carried out bilingual alignment and term extraction of the source and target languages of Hangzhou Foreign Propaganda Language through term extraction tools such as Yufan Terminology, ABBYY Aligner and bilingual text alignment tools, as shown in Figure 4 and Figure 5. Through word frequency limitation and big data statistics, the fixed translation methods of Hangzhou foreign public announcements deemed qualified by some teams can be extracted as terms. The team members also refer to a large number of academic materials and the national official foreign public announcements English translation based on the actual situation of translation. Manually extract the template and save the bilingual

reference glossary for later use, reducing the repetitive and inefficient labor in the professional translation software SDL Trados/MemoQ, not only improving the efficiency of foreign publicity translation, but also ensuring the foreign publicity translation Unity.

### 3.2 Difficulties in Translation

The audience is wide and difficult to adjust. Because the recipients of English translation of foreign announcements are not fixed, the recipients' knowledge and cognitive ability are different, the time and place of acceptance are different, and the language requirements are also different, so that the recipient can read anytime, anywhere



It is indeed difficult to understand the English translation. Therefore, the English translation of Hangzhou Foreign Propaganda Language needs to take care of most foreign recipient groups as much as possible, so that it is simple and easy to understand, clear and unified, and avoid ambiguity.

Chinese and English bilingual cultural differences. The Chinese and foreign parties are very different in language, cultural background, thinking style and expression habits. The huge cultural differences make it impossible to find completely equivalent vocabulary in English when translating foreign public announcements into English. Therefore, when translating foreign public announcements it is necessary to repeatedly consider and consider the language, culture and thinking habits and other factors to choose the most appropriate English translation method.

Formal meaning is difficult to complete. Any kind of translation will encounter text quality problems. As a special language style with a wide audience, foreign publicity translation not only requires the translation to be short and concise, and the ideology is in place, but the original text is translated even if it uses strong literary description or rhetoric. When promulgating foreign languages, you should try to focus on Cinda, convey important information, and take into account the cultural differences between the East and the West. The translation form and meaning need to be adjusted according to the specific types of foreign announcements and make trade-offs. Under special circumstances, certain translation techniques (such as alliteration and parallelism) can be used to convey the connotation of the original text.

Different standards, ten million translations. Since there is currently no unified standard for foreign language translation, even for a specific type of foreign language translation, different translators will obtain different forms of translations according to different standards, which leads to the existing foreign language translations. The confusion in the translation of announcements. The translations at the micro-levels such as grammar, writing, word order, capitalization, and punctuation have not yet achieved consistency, and the overall style, meaning of literal translation, domestication and foreignization and other macro-level translations are also difficult to choose at a time.

Semantic puns are hard to say. The integrated form of Chinese phonetic and meaning, especially the use of homophones, puns and allegorical words, English words composed of letters can show similar effects only in rare cases. Even if there are corresponding expressions, there may be subtle differences between the two. The mystery of Chinese, especially the poems in the introduction texts of major museums, is difficult to reproduce in English.

### 3.3 Analysis of Survey Results

System functional linguistics believes that as a tool of human communication, language undertakes various

functions. The famous British linguist Halliday (2004, 2014) divided the pure functions of language into three categories: ideational functions, interpersonal functions, and textual functions. Based on this, we will now analyze the English translation of Hangzhou Foreign Propaganda.

Ideational function includes two parts: experience function and logical function (2014). The so-called empirical function refers to the linguistic expression of the experience function of the objective world and the subjective world; while the logical function is the function of the logical relationship between two or more meaning units (2005). The ideational function is mainly embodied in the experiential function in Hangzhou foreign language translation, and less logical function, that is, the introduction of the history, background, culture, scenery, characteristics and other information of scenic spots, museums and exhibition halls.

Interpersonal function. In addition to expressing the experience of the subjective and objective world, language can also express the speaker's identity, position, attitude, motivation, inference, judgment, and evaluation of things. This function is called interpersonal function (2005). In the study of the English translation of foreign publicity language in Hangzhou, the interpersonal function is mainly reflected in the establishment of specific interpersonal relationships between the attractions, museums and venues with a certain identity, motivation or attitude to effectively establish specific interpersonal relationships with foreign tourists, exhibitors and audiences in order to achieve transmission. The purpose of information, expressing the situation, triggering behavior and emotional resonance.

Textual function. The function of composing language components into text is text function (2005). The function of language is mainly embodied in the connection of texts by language units through vocabulary and grammatical cohesion. This cohesive means can be divided into connection, anaphora, substitution, omission and lexical cohesion in turn. Foreign publicity translation can not only realize the function of discourse through cohesion, thematic structure and information structure, but also realize intertextuality and meaning construction with physical objects such as spatial scenery and exhibits.

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## 4. CASE PRESENTATION AND ANALYSIS

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The survey results show that the improper translation of foreign publicity language in Hangzhou is mostly found in scenic spots, exhibition halls and traffic along the route. The quality of foreign publicity language translation on Hangzhou's official English website is relatively high, errors are rare, and foreigners are more likely to be foreigners. Reference value. Generally speaking, these translation errors can be roughly divided into the following eight categories: spelling and typographical errors, language grammatical errors, mistranslation

and omission of translation errors, meaning of words, Chinglish, inconsistent translations, deviations in understanding, and others, among which spelling The problems of typographical errors, language grammatical errors and inconsistent translations are particularly serious. In order to more intuitively and clearly show the improper translation of foreign language publicity in Hangzhou, this report extracts typical examples of each error as follows:

#### 4.1 Spelling and Printing Make Frequent Mistakes and Omissions



Figure 6

As shown in Figure 6, the English translation of “Ding an Rood” in Ding’an Road Crossing Street is wrong, and the correct translation should be “Ding’an Road”. Firstly, there is a spelling error in the basic word of Road, and secondly, there is no apostrophe between “Ding” and “an”, even if it is an empty letter, it is definitely not advisable. The original translation destroys the conceptual and interpersonal functions of the language in the external propaganda work, which may cause some confusion for foreigners who come to Hangzhou, unable to distinguish or judge the location and road section, and the language communication of the translated text is blocked.

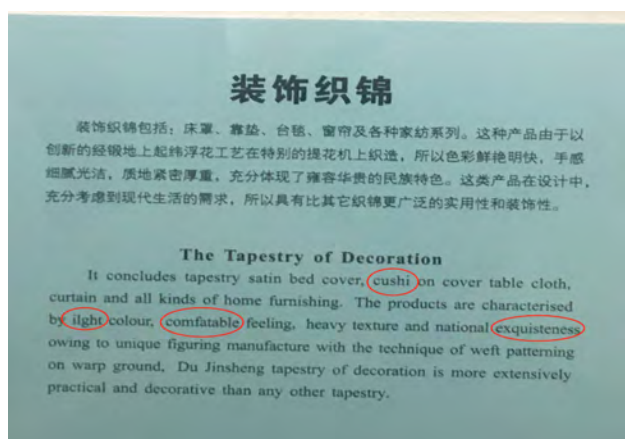


Figure 7

As shown in Figure 7, in the original translation, “cushion”, “ilght”, “comfatable” and “exquisteness” all

have low-level spelling and typographical errors, and they appear in the unified text. It can be seen that the translator’s attitude towards the task is impetuous and casual. Needs to be improved. Due to multiple consecutive spelling and printing errors in a short period of time, it will bring an unpleasant reading experience to the recipient, thereby damaging the ideational function and textual function of the language. The English translation of the entire foreign announcement is frequently missed and the context is very difficult. Inconsistent, the correct translation should be changed to “cushion”, “light”, “comfortable” and “exquisiteness”.



Figure 8

As shown in Figure 8, the English translation of “Hotle” and “Bolck” has misspelled words. The correct spelling method is “Hotel” and “Block”. Low-level errors in such indicative foreign announcements will cause foreigners who come to Hangzhou to have doubts about the degree of Hangzhou’s internationalization. Even if they can understand, none of the target words are correct, which can not help but damage the external image of Hangzhou. It also failed to give play to the ideational function of English translation of foreign announcements-specifying the location and location, and it also reflected that the project leader did not take the translation seriously.

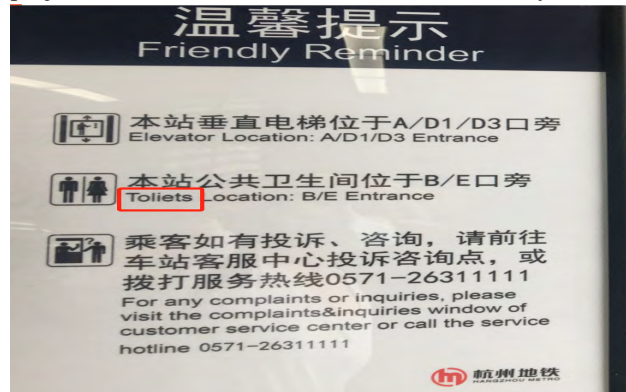


Figure 9

As shown in Figure 9, the English translation of “Toliets” in public toilets should be translated into “Toilets”. There is a large flow of foreign tourists in subway stations, and important information such as public toilets should be accurate. Whether it is spelling or

printing errors, to a certain extent, it hinders the ideational function of foreign publicity translation, that is, it fails to effectively explain public facilities. The specific location, the effect of information transmission is weakened.



Figure 10

As shown in Figure 10, “FIRE” in the English translation of fire hydrants and fire extinguishers is written as “FLRE”. This translation may be caused by a typographical error. As a basic English word, “fire” is rarely mistaken by translators. Fire-fighting appliances are important items in public, and the English translation is never allowed to be sloppy. The original translation destroys the ideographic function of English, and fails to give instructions correctly and clearly. The ideational function of the English translation of foreign publicity to foreigners has not been fully reflected in it.

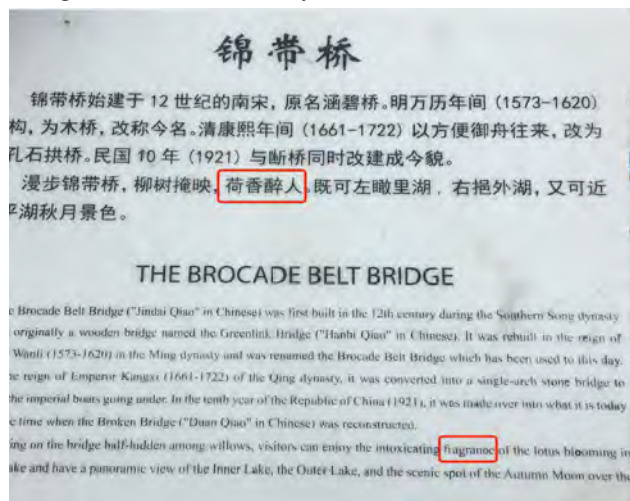


Figure 11

As shown in Figure 11, first of all, this foreign publicity translation basically adopts the literal translation strategy, supplemented by free translation, the expression is basically correct, but there is a low-level typographical error—“fragranoe” should be changed to “fragrance”. This error is relatively hidden, because the correct and incorrect writing of one of the letters is difficult to distinguish

for people who do not understand English. However, as the English translation of foreign publicity in the central scenic area of West Lake, the appearance of this typographical error obscures the semantics and ideational functions.

#### 4.2 Language Grammar Neglects Norms

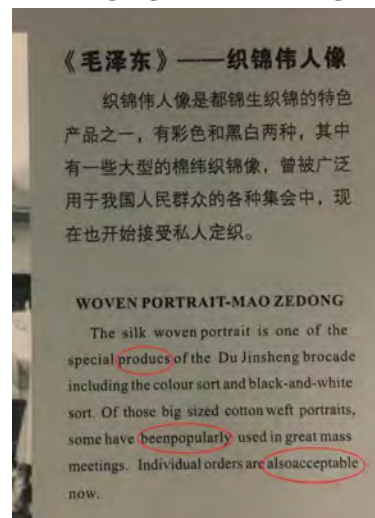


Figure 12

As shown in Figure 12, “producers”, “been popularly” and “alsoacceptable” in the translation should be revised to “products”, “been popularly” and “also acceptable”. Not only the spelling mistakes mentioned above occurred, but also the two words were glued together in two places, which did not conform to the English grammar norms, which also undermined the overall readability and authority of the translation of the foreign propaganda paragraphs. The context is not very coherent, and it is not conducive to conveying the textual function of the English translation.



Figure 13

As shown in Figure 13, “chinese” and “state” should be translated into “Chinese” and “national” respectively. Of the two errors, the



first one did not take into account the standard problem of capitalizing the first letter of Chinese in English. The second one is that the translator does not have basic knowledge of translation and accumulated English collocation. “National Treasure” has its fixed English translation collocation. Must be consistent with the current translation method. Two errors have seriously affected the ideational function of the translation of foreign announcements, and may also cause foreigners to doubt or even misunderstand what the Prime Minister said, and should be corrected.

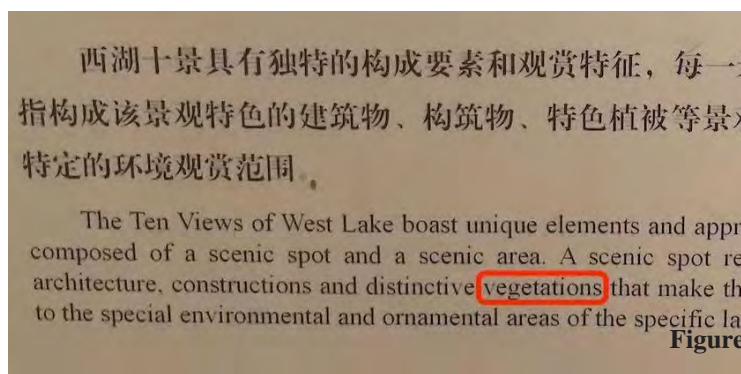


Figure 14

As shown in Figure 14, the original translation of the word “vegetation” should be revised to “vegetation”. This singular and plural error stems from the translator’s failure to carefully confirm the singular and plural forms of the English nouns during the translation process, only relying on empirical intuition. Acting, the grammar and pragmatic habits of individual words are not yet familiar enough. Therefore, this error also damaged the ideational function of the English translation of foreign announcements, and failed to clearly describe the Chinese meaning of “vegetation”.

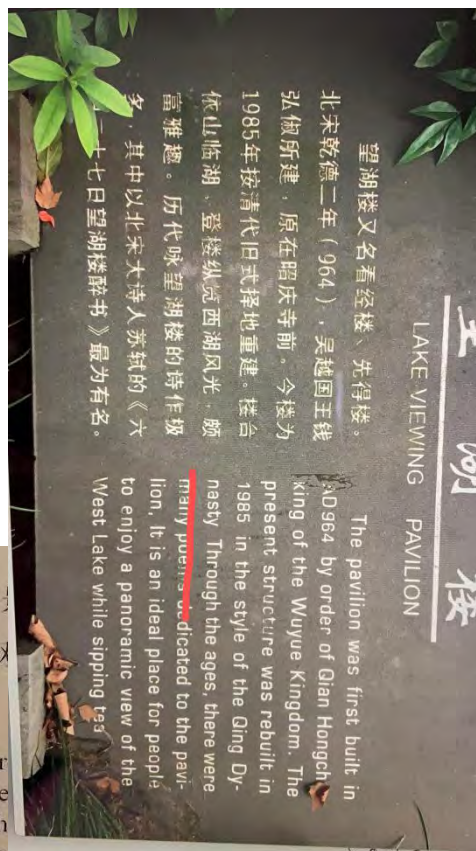


Figure 15

As shown in Figure 15, there is a lack of an English period between “Dynasty” and “Through” in the original translation of the foreign announcement. Although the period is small, it is indispensable in the English grammatical structure. In English, capitalization of the first letter of a word cannot be used as a sign of another sentence. A period, semicolon, or exclamation mark must be added as the end sign. The original translation not only violates the basic grammatical rules of English, but also seriously violates the cohesive and coherent functions of the English translation of the foreign language.



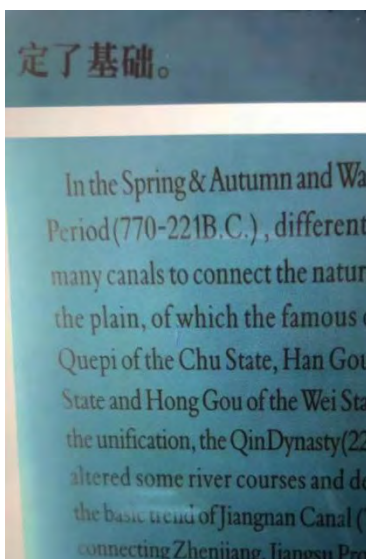


Figure 16

As shown in Figure 16, there is a slight difference between the former “770-221B.C.” in the original translation and the latter “221-206B.C.” In the latter place, the abbreviation is used to indicate the semantics, but the symbol “.” is missing after the “C”. This error is very concealed and is usually difficult to detect, but such an error is never allowed in the same foreign language translation. As a translator, even grammatical norms such as abbreviations should be followed from beginning to end, otherwise the ideational function and textual function of the English translation will be damaged, because the translation fails to accurately describe the objective facts and is not consistent.



Figure 17

As shown in Figure 17, there are three comma “,” in the original translation. Such low-level errors shouldn’t appear in the foreign language translation. According to the English writing standard, it is more appropriate to



Figure 18

As shown in Figure 18, the original translation of the Chinese foreign language “Fire Extinguisher Box” is “MIE HUO QI XIANG”, which obviously replaces the English translation with Chinese Pinyin and can be translated into “Fire Extinguisher (Box)”. The translation error belongs to the omission or mistranslation of the prompt language, and its translation method is not a real translation at all. Important accessories such as fire extinguisher boxes that are related to the safety of public places should abandon the foreignization translation strategy, and choose the universal translation strategy. The way of expression in English is the correct means of publicity. The original translation is completely incapable of the ideational function of the English translation, and foreigners simply cannot know the purpose of the box, let alone the realization of the interpersonal function of the translation.



Figure 19

As shown in Figure 19, the original translation of “Museum Back Street” is “Meishuguanhou St”, which is obviously a very rough and absolutely wrong translation. It can be translated as “Back St of the Art Museum”. This translation error may be due to the translator’s not correctly understanding the meaning of the Chinese sign, or it may be a translated version that has not been processed by the translator. The revised and naturalized translation not only expresses the ideational function of the foreign language proclaimed language, allows the foreigners to clarify the geographical location of the street and the main building uses nearby, but also realizes the interpersonal function of the translation, and the instruction function of the street sign can be expressed, transfer.

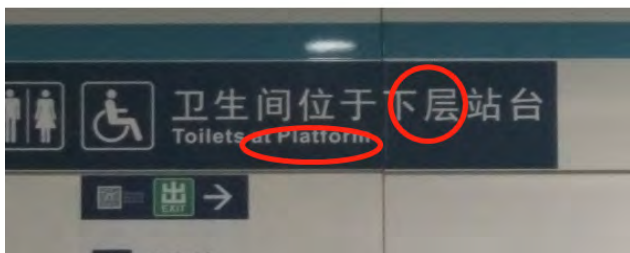


Figure 20

As shown in Figure 20, the original English translation of “Toilets at Platform” is “Toilets at Platform”. Comparing with the Chinese source language, it can be found that the English translation is obviously missing, and the meaning of “lower” is not expressed at all. The translation can be supplemented by adding words such as “lower” or “downstairs” to express the exact location of the toilet in the subway station in English to realize the ideational function of the English translation.

#### 4.4 The Meaning of the Word Is Wrong

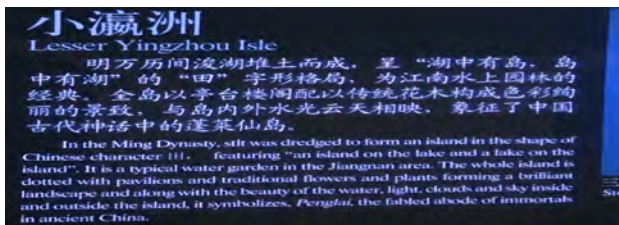


Figure 21

As shown in Figure 21, the “小” of “小瀛洲” in the original translation corresponds to the English translation of “Lesser” instead of words such as “Little” or “Small”. This translation error belongs to the pure meaning of “lesser”. In English, it is generally described as less and less important. Although it has a smaller semantic meaning, it is not common. Such a translation may make foreign tourists feel unfamiliar, and fails to promote Xiaoyingzhou’s pockets and smart, arousing affection. The effect even weakened their attractiveness, that is, the ideational function and interpersonal function of the translation cannot be realized.

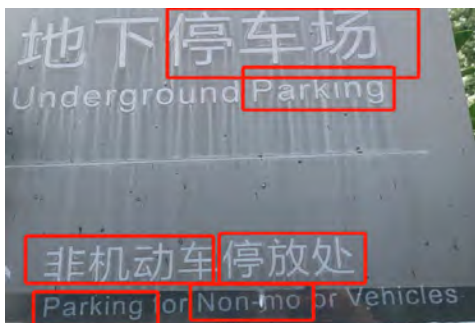


Figure 22

As shown in Figure 22, both “parking lot” and “parking place” are translated into “Parking”, while “non-motorized vehicles” are displayed as “Non-mo or”. The correct translation of a parking lot or parking place should be “Park” or “Parking lot”. The original translation only stays on the surface of the word and does not delve into the customary expressions in English. The English translation of the last place is fine, but the current translation The “t” of “motor” is missing from the presented translation, and it is still a mistranslation without correction. Therefore, the original translation fails to achieve the ideational function and does not specify the actual use of the two venues.

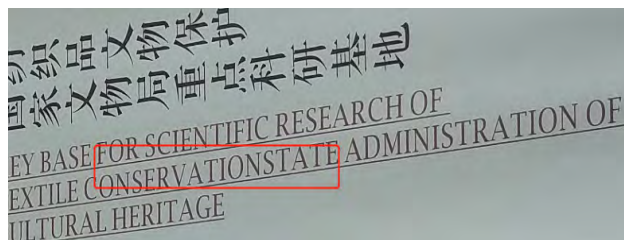


Figure 23

As shown in Figure 23, the original English translation of “Textile Cultural Relics Protection” is “TEXTILE CONSERVATIONSTATE”. Regardless of whether the word exists in English or not, the translation choice is probably because the translator only sees “protection.” The word “protection area” in English has been misappropriated to this point, but the word was misused. It should be translated into the English professional term “protection” or “preservation” in history or cultural relics to describe The goal of this research base is to realize the ideational function of language.

#### 4.5 Simulate Chinese English



Figure 24

As shown in Figure 24, the original translation version of “Please take a meal with a screen display number” is “Please take a meal with a screen display number”. The overall translation is very Chinese and does not conform to English language habits and expressions. The team believes It can be translated into the literal translation



“Please pick up the meal according to the number (displayed) on the screen” or “Please take your meal according to the number (shown) on the screen”. Although the expression is longer, the semantics are clear and correct. Can better realize the interpersonal function of the translation, and communicate with foreigners without hindrance.



Figure 25

As shown in Figure 25, “Visit Notes”, “Entry”, and “Tour guides do not use loudspeaker equipment” were translated into “Notice to Visitors”, “inside” and “no loudspeakers by tour guides”. This translation means more Chinese and English. Words do not fall out, one-to-one correspondence. However, in the actual English translation process, the translator can make appropriate deletions on the basis of retaining the semantics. It is recommended to change the translation to “Notice”, omit “inside”, and “no loudspeakers”. The interpersonal function of the translation is still the same as that of the source language.

#### 4.6 Street Signs With Different Translations



Figure 26

As shown in Figure 26, on the same historical and cultural street sign, there are actually two translations of the word “Hangzhou”, namely “HangZhou” and “Hangzhou”. Such translation errors need to be avoided in the English translation of foreign propaganda. It should refer to the official translation method of the city’s English name, and translate all of it into “Hangzhou”. This can better realize the ideational function of the translation and objectively indicate that the sign refers to the historical and cultural district of Hangzhou. Set up by the government.



Figure 27

As shown in Figure 27, there are two different translations for the “Bai Causeway” along the West Lake. One is the translation “Bai Causeway” along Beishan Street, and the other is the “Baidi Causeway” near the Fenghe Scenic Spot in Qyuan “According to the translation strategy of English-Chinese peculiar scenery, the team suggested that all translations be changed to “Baidi Causeway”, which can not only unify the translation expression, but also realize the ideational function of the English translation more effectively.



Figure 28

As shown in Figure 28, the translation of “Pinghu Qiu Yue” on the road signs on Beishan Street, one of the famous West Lake’s ten scenic spots, is completely inconsistent with the translation of the signs along the street of the scenic spot. The latter even uses Chinese pinyin to directly replace the two translations. “Autumn Moon Over Calm Lake” and “ping hu qiu yue” can obviously be translated into “Autumn Moon Over Calm Lake” to keep the translation consistent. The pinyin version of “translation” has almost no reference meaning for foreign tourists. Not to realize the ideational function of the language.



Figure 29

As shown in Figure 29, “Please do not climb” has two translations: “Please do not climb” and “PLEASE DON’T CLIMBING”, which can all be translated into “No climbing” to be more concise and clear. The ideational function of the translation to express warnings and reminders also plays an interpersonal function of communication.

#### 4.7 Cultural Differences and Understanding Deviations

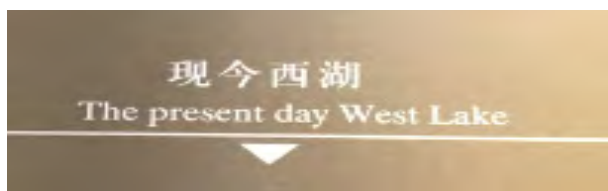


Figure 30

As shown in Figure 30, the original version of “now now” is “The present day”, but in fact this is due to the bloated translation caused by Chinese cultural thinking. It is recommended to omit “day” and translate it into “The present West Lake” “; to retain the ideational functions that the English translation should have.



Figure 31

As shown in Figure 31, “Don’t step on the edge” and “Don’t push the stroller on the ladder” were originally translated into “PLEASE DO NOT TREAD ON THE EDGE” and “PLEASE DO NOT USE STROLLER”. The respectful word “PLEASE” can also be translated in a province. This is also due to the non-protracted thinking habits of the introduction of foreign announcements in English, and it also meets the needs of expressing the interpersonal function of the English translation in the context of riding a ladder.

#### Other



Figure 32

As shown in Figure 32, the original translation of the foreign publicity “Charm of Hangzhou” is “The charm of Hangzhou free”. The final “free” is unreasonable, and there is no need to appear in the translation. It is recommended to simply omit it.



Figure 33

As shown in Figure 33, “Children and the elderly please take the ladder under the supervision of an adult” was originally translated as “PLEASE ATTEND CHILDREN AND SENIORS”. This translated version does not match the original text at all. The English expression may cause foreigners to misinterpret the original meaning of Chinese as a foreign language. , May be translated into “Children and the elderly may take the elevator under supervision” to accurately realize the interpersonal function of foreign announcements.

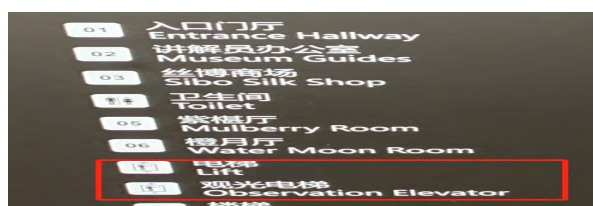


Figure 34

As shown in Figure 34, two translations of “lift” and “elevator” appear on the same external notice board for “elevator”, which are British English and American English for elevators. It is recommended that they be translated into unified terms. All Translated as “lift” or “elevator”, so that the ideational function of the translation can be efficiently realized.

## 5. ANALYSIS OF THE REASONS FOR THE CURRENT SITUATION OF FOREIGN LANGUAGE TRANSLATION IN HANGZHOU

The translator’s translation ability and professionalism are insufficient. The translator is a direct participant in the translation activity and is directly responsible for the quality of the translation. However, due to the cultural and educational background, the length and field of translation training, and the degree of understanding of the original text itself, the translation capabilities of Chinese translators vary greatly, and the translation



market There are a lot of unqualified translators. From the perspective of basic foreign language translation, although Hangzhou is a developed city with a relatively high degree of internationalization, there are still a lot of hard translations and dead translations in a considerable part of the translations, and even a lot of grammar, spelling, printing and formatting. The phenomenon of low-level language errors and improper translation of foreign public announcements indicates that at least some translators have the problem of unqualified translation ability or lack of basic translation professionalism. Our country's investigation of translators' abilities is mainly based on the national translation qualification examination, but it has never involved the content of translators' professional ethics standards. Due to the lack of publicity and requirements of policies and regulations, many translation practitioners (even professional translators) know little about translation professional ethics, which further leads to improper translations.

Unsound standards in the translation industry. The frequent problems of foreign language translation are not only related to the professional abilities and professional qualities of the translators, but also related to the imperfect factors of the translation industry in our country. Tian Chuanmao (2007) believes that China's relevant departments have not yet issued an access system such as translation service business qualification licenses, resulting in the translation market is still mixed with chaos, vicious competition and violations of professional ethics frequently occur. To a certain extent, translation prices reflect industry standards and norms. In today's stage of increasingly fierce internal bidding in the translation industry, many translation companies do not hesitate to recruit a large number of part-time "translators" in order to reduce translation costs and maximize profits, and only seek quick results. The quality and social benefits of translation tasks rank second. There has always been fierce competition within the translation industry, coupled with the price seesaw between companies, so far there is no unified and effective standard management industry, not to mention the regularization of the seemingly "simple", low-revenue foreign language translation business.

Inadequate supervision by the responsible department of public service places. All major scenic spots, museums, memorial halls and other places in Hangzhou are equipped with feedback boxes or hotlines for scenic spots and exhibits. However, in order to build Hangzhou's international image on the eve of the Asian Games, the team found almost no design at the survey site. There is a feedback channel for foreign language translation issues. In such a browsing environment, even if there are people who are proficient in foreign languages or foreigners who understand that there are errors or doubts in the translation of foreign announcements, there will be no complaints due

to the lack of error correction feedback methods, and they will be left alone. This, on the other hand, reflects that the translation of many foreign announcements is purely a matter of coping. In order to appear internationalized, English translations have been added. After the English translation is available, no follow-up feedback mechanism or channels for question and error correction have been adopted, and there is a lack of correctness. There is supervision and amendment of the English translation of Hangzhou foreign publicity language.

Lack of social attention. The characteristics of foreign publicity languages determine that foreign publicity languages are ubiquitous in the process of urban life and production. However, there are a large number of foreign publicity translation errors in many public service places in Hangzhou. Some of these errors are completely avoidable, but still Appearing in scenic spots and transportation hubs with a large flow of foreigners, there is no lack of embarrassment while being eye-catching. There must be a large number of Hangzhou citizens or the public who have a good foreign language education and have basic translation skills. However, in the process of research, it was found that many shocking translation errors are actually years old, which not only pollutes the urban language environment, but also It may have caused a bad influence and even destroyed the initial impression of some foreign tourists of Hangzhou. Part of this is due to the lack of correct understanding and sufficient care in the translation of public announcements in the society, and the blindness of the translation errors to Hangzhou. There is no benefit in building an international image.

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## 6. COUNTERMEASURES AND SUGGESTIONS ON THE CONSTRUCTION OF FOREIGN LANGUAGE TRANSLATION IN HANGZHOU

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Improve the quality and professional ethics of translators. The first is to improve the professionalism of translators. A qualified foreign language translator should maintain bilingual or even multilingual skills that are higher than the professional average level like other translators. In particular, his native language level should be at and maintained at a high level among the native speakers. Translators should take the initiative to broaden their horizons to continuously expand their knowledge and continue to learn new knowledge. They must not only deepen their expertise, but also understand politics, economics, science and technology, history, geography, customs and other aspects of subject knowledge. To strengthen their comprehensive language skills. In addition, translators should pay attention to cultivate their own cultural literacy and language sensitivity through continuous learning, and master the laws, methods and

techniques of translation proficiently. The second is to improve the professionalism of translators. The first is love and dedication. Since translators choose to engage in translation work, they must devote themselves to the work process and translate every word they have translated into accuracy. The second is a high sense of responsibility. The quality of the translations of foreign language translators may be related to the overall publicity work and process of Hangzhou. Every translator needs to be absolutely responsible. The last is the quality of lifelong learning and humbly asking for advice. A qualified foreign language translator should not be arrogant, and should continue to learn to imitate the series of foreign language translation models issued by the country, and strive to properly apply it to the Hangzhou foreign language text. Maintain consistency in propaganda work.

Improve the work of industry supervision and management departments. First of all, the relevant management departments should strengthen inspections and industry supervision, and the relevant management departments of external publicity should strictly manage, supervise in an orderly manner, and deal with them in a timely manner. Secondly, the establishment of incentive measures to increase the enthusiasm of the public to participate, the public's power is powerful, and the effective collection of the public's foreign language skills and screening can be twice the result with half the effort. In addition, the Hangzhou Municipal Publicity Department and other relevant departments should improve the feedback channels for the masses of foreign language translators in Hangzhou as soon as possible, so that the masses have a way to express translation suggestions or opinions. Third, relevant units can establish cooperative relations with other units, such as cooperation with universities in Hangzhou and more cooperative relations with nearby universities that have established translation majors. Finally, advancing the standardized construction of foreign language translation can save the labor of foreign language translators, purify and standardize the language market, and promote the construction of urban internationalization.

Check the translations of key areas in batches and make changes or retranslations. For the key areas of Hangzhou, such as the West Lake scenic spot, major museums, passenger transport hubs, Asian Games venues and nearby places, there are translation errors and mistakes in foreign language translations as soon as possible to send translators to correct them, because there is a large flow of foreigners in these areas. Errors in the English translation of foreign announcements may cause unnecessary travel troubles or cultural misunderstandings, and are not conducive to the further development of Hangzhou's external image on the eve of the Asian Games. First, start to modify or retranslate these key areas immediately, and modify or translate according to the

actual translation situation, and then correct the improper translation problems in the surrounding areas of the city center in batches and gradients.

This research report selects specific cases to analyze in detail the phenomenon of improper translation of foreign public announcements in Hangzhou, and concludes that there are currently eight major problems in the current English translation of foreign public announcements in Hangzhou, namely, spelling and printing errors, language and grammatical errors, and inconsistent translations. The reasons for translation errors or mistakes include, but are not limited to, the difficulty in interpreting the foreign publicity language, the differences between Chinese and English language and thinking, and the lack of unified standards for foreign publicity language translation. Based on this, this report analyzes typical error cases based on the pure theoretical functions of the three major languages and proposes the corresponding revised version. After appropriate corrections to the improper parts of the original translation, the translated version of the foreign publicity is more in line with the habits and thinking of English pragmatics. In addition, although the team members encountered many subjective and objective problems during the field investigation, the team members resolved them one by one after communicating in time, discussing countermeasures, and working together, and their translation ability and professionalism were further improved. During the field investigation, the team demonstrated excellent foreign language professional ability, strong teamwork ability and selfless personal dedication. These factors are the key to ensuring the successful completion of this investigation.

Implications for social public services. As an important window for the city to display its international image and foreign exchanges, foreign language translations actively show the overall cultural quality, moral cultivation and spiritual outlook of urban social groups to the outside world. Therefore, the correct Hangzhou foreign language translation and translation standard recommendation not only help to improve the social service function of foreign language, but also provide more convenient support for the majority of foreigners' activities in Hangzhou, and facilitate their integration into Hangzhou's production and life. It will better maintain the social order of the city, and will help optimize the language and humanistic environment of Hangzhou's publicity, and will further demonstrate Hangzhou's international development process and its understanding and tolerance of globalization. Strengthening the construction of Hangzhou's foreign propaganda language translation must be based on micro-language details and serving the society as the basic focus, thereby speeding up the construction of Hangzhou's external image during the "post-summit, pre-Asian Games" period.

Implications for foreign language and translation

teaching in colleges and universities. Attaching importance to the translation of foreign public announcements in Hangzhou not only requires the relevant translators to have professional and experienced language skills, but also requires the translators to have a certain grasp of the cultural and language details and pragmatics of various ethnic groups and countries, as well as cross-cultural thinking and Basic writing skills. Foreign language and translation teaching in colleges and universities should aim to cultivate excellent translators with professional translation capabilities and professional qualities, to ensure that learners have sufficient opportunities for practice and exercise, and truly enter the social environment to apply what they have learned. In addition, it also requires the MTI teaching process of major colleges and universities. Insufficient attention to humanistic and moral quality of translators, lack of characteristics of translation teaching content, monotonous professional curriculum settings, relative disconnection between teaching and social reality, etc., and strive to train translators that can not only meet the personal survival and aesthetic needs of translators, but also contribute to the development of the country and society. The new era of compound foreign language talents in demand.

Enlightenment to Hangzhou's international image construction. The improvement and standardization of Hangzhou's foreign language translation quality should be at the same time as the promotion of the city's and the country's external image construction, and strengthen research on the translation of Hangzhou's existing traditional cultural factors, so as to form more complete foreign language translation standards and standards as soon as possible. The template properly handles translation problems and low-level errors, and strives to use the platform of foreign language translation to

make Hangzhou, the capital of cultural etiquette, move towards the grand goal of an international metropolis. To do a good job in the English translation of Hangzhou's foreign language announcements is essential to a series of international sports events such as the Asian Games and all foreign exchange activities. This move actively responds to our call for building foreign language skills and strategic transformation, and helps to speak to the world. A good Hangzhou story, a good Hangzhou voice, and a good Hangzhou wisdom will effectively promote the construction of Hangzhou's future international image.

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