

Research on Translation Strategy of English Subtitle Television Drama for College Students based on Cultural Differences

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Abstract. Translation strategy is closely-tied with the translation of ESTD (English Subtitle Television Drama). The research of translation strategy is to serve translations of ESTD in earlier days. The 21st century is the information times. The development of science and technology is quick. Quantities of ESTD grow explosively. Translations of English Subtitle Television Dramas play a significant role in the progress of Chinese science and technology. Although the quality of traditional manual translations is very good, the speed of translation is too slow. Traditional manual translations can not meet the need of translations of ESTD day by day. It is a new topic to face the new stern challenge and follow the development's steps of the times for technical translators. The paper will discuss the transformation of translation idea, and suggest carrying on translation strategy, web page translation and software translation. Finally, the author states her views on the implementation of computer assistant translation, the managements of translation projects and information-shared platform.

1 General instruction

Modern science and technology provides us with access to information in a variety of ways and channels, satellite communications and the Internet has further deepened ties between the peoples of the world, people desire to understand each other more and more intense. British and American movies, TV influx of Chinese, Chinese audiences are entertainment but also feel the exotic culture. Because of language barriers, mostly by domestic audience dubbing or subtitles are provided to specific worker information. Anglo-American drama, film development update faster, retain the original sound of the subtitle translation version is more welcomed by the public. However, since these Subtitling completed mostly by English fans, there are many aspects of the quality of the translation. This paper attempts to explore the English subtitles translated from the perspective of relevance theory commonly used techniques, hoping to give Subtitling provide some help.



Figure 1. English Subtitle Television Drama control system

2 Western cognitive linguist sparer

Relevance Theory is the language of Western cognitive linguist sparer and Wilson Grice-based association guidelines proposed by the theory. In their view, the language of communication is an ostensive-inferential process, rather than the traditional communication theory believes encoding -decoding process. In a successful communication, the speaker's task is to put his message and communicative intentions are passed to the hearer, the hearer's task is to infer the speaker's intention speaker from the information provided. An important factor in successful communication is clear mutual communication, that speaker and hearer have the same cognitive environment. People's communicative behaviours will produce an optimal correlation expect the recipient to

accurately understand the communicative intent, it must be associated with each other to find the best words and context in communication between the two sides co-known cognitive environment, by inference was contextual knowledge implied meaning, to obtain contextual effects to achieve the purpose of communication. The so-called optimal relevance is the speaker's words can generate enough contextual effects for the hearer, without the need for further unnecessary processing.

Subtitling purpose is to help viewers get to use the target language as the primary language of the audience the same information, the purpose of bringing the audience and the same communicative language affect the original language audience. Translation is a communicative, namely communicative language translator with the original cast and translator with the target language audience. According to theory, the letters translator has a dual identity, first of all, he is the original language of a movie or TV audience, he wants to understand the true intentions of the speaker's words passed; secondly, he is a translation, it is necessary to understand his words through another language transmitted through subtitles to understand the Chinese audience. Translators must successfully complete the task of these two roles, in order to ensure the target language audience gets the same contextual effects. Optimal relevance principle is always to follow the guidelines translator. When the translator is experiencing difficulties sophisticated target language, audience gets the best translation strategy. One can make the target language audience with minimal effort you can get the original language processing intent translation is the best choice. If the target language so that viewers get the best correlation, then the translation is successful; if not, you need to be improved.

3 The original language and communicative intent of real information

Because culture of different countries, in most cases overlap, so the original language and the target language audience viewers have the same or similar cognitive environment. In case of no cultural differences, the literal translation of the target language audience enough to help get the best correlation. According to statistics, a movie or a TV series, at least seventy percent of the content can be used literally to deal with.

English and Chinese, after all, are two different languages, cultural backgrounds in different circumstances; the original language in the context of the effect will be lost in the target language. This time, literally can not speak the original language and communicative intent of real information is passed to the target language audience, the target language audience and therefore not optimal relevance. So, we need to find a language capable of producing the same original contextual effects of alternative expression in the target language. Alternative methods of translation are widely used in film and television drama appeared proverbs, idioms, and slang occasions.

Such as: You know the old saying, do not you "In for an inch, in for a mile." (You know the old saying it "insatiable.") The answer here is an English proverb, expressed in? I do not know when you receive the benefits of the foot, and there are more demands. If the literal translation, the audience will not understand the target language to express the speaker's meaning, the translator with the Chinese idiom "insatiable" to replace, not only to convey the meaning of the original language, but also the greatest extent from the language structure retains the characteristics of the original language target language audience so get optimal relevance. Another example is "You can still put the brakes on this thing", which "put the brakes on this thing" is used to express in English, said that a person did something wrong, there are opportunities for its remedy. If the original meaning of the target language is to convey to the audience, but the structure of the English language to express this habit of it lost. Chinese idioms idiom translator has chosen a function of "too late, too late" to replace, so that viewers get the best relevance of the target language.

Translated by the translator is to add some information on the basis of the literal translation, the target language in order to help the audience understand the meaning of the original language. Because of cultural differences, when the original language is lost each other out in the target language, translated by the target language audience can help each other out to get lost, efforts to reduce handling, resulting in optimal relevance. Cultural connotation of the original language is in the target language to find relevant information, but the majority of this audience is not familiar with the target language, and then adds translation is the best solution. For example: "Link-Which means we've got to get him on board" (which means that we have to pull him into the water) "Sucre-Forget it the guy's a boy scout." (Come on, he was a Boy Scout - Italy refers to the obedient, disciplined). "A boy scout" is the meaning of the Boy Scouts, the Boy Scouts of most people know, but do not know the true meaning of its representatives. Translator added some information (meaning obedient, disciplined), to help the audience understand the information of the target language and communicative intent of the original language. Sucre-a cell phone in here" (the phone hidden in here?) "That's cardinal sin Number 1" (What are you guilty of the first seven deadly sins - meaning arrogant). For the "cardinal sin Number 1", can be found in Chinese-related information, which means the seven deadly sins in the first sin, but most people in this first sin is not clear what, then, was the original language of the audience mutual out in the target language audience is likely to be lost. In this case, the translator uses by translation, can help viewers understand the true intent of the target language speaker.

Subtitling, for words, and the space occupied and the emergence of the time, there are stringent restrictions. Studies have shown that the lower end of the subtitle to put most of the screen, a maximum of two lines, two lines of subtitles time best kept within 6 seconds, the line between subtitles retention time of 3 to 4 seconds, shall

not exceed 35 words. Thus, when the speaker speech rate faster express the content is higher, it is necessary translation information was concentrated; leaving only the important information, important information is omitted. For example: "I'm coming along on this endeavours whether you like it or not." (I will follow you). If the literal translation is "Whatever you happy or not happy, I'll follow you." However, due to a faster rate of speech speaker, a relatively long target language subtitle will affect the viewing audience, the use of concentrated translation method to solve this problem. Another example: "He's beginning to get the idea that anybody he attaches himself to be going to end up in prison" literal translation would be: "He began to have had such a view that is dependent on anyone he will be in prison end. Words over the limit caption width. Concentrated translated as "he had thought all his people will rely on jail," omitted "beginning to get the idea that" the translation of the original meaning there is no loss, while ensuring the quality and efficiency of viewers.

4 Modern English teaching in college

Every translation has its certain constraints, subtitle translation is no exception. Nedergaard-Larsen thinks that the subtitle translation is a special type of language conversion: concentrated written translation soundtrack spoken; it appears in Luyken et al., subtitle translation including separate in theory and the three layers of meaning in fact inseparable: interlinguas transfer information, discourse Jane or concentration, and speaking into the written language. Subtitle translation after two layers of meaning to make it different from other types of translation. The original cuts in other types of translation in although have, but never reached this breadth and intensity did not change in subtitle translation; textual interpretation and translation in the way, not the existence of spoken and written language of the conversion, and the subtitle translation experiences from oral to text conversion.

Cathy: Isabella, don't you see what he's been doing? He's been using you, to be near me, to smile at me behind your back, to try to rouse something in my heart that's dead!

The characteristics of the film and television media itself will subtitle placed under the control of the operation of various scholars and translators, corresponding to different strategy are also slightly different. Understand any of the source language people will adopt a critical attitude toward captions. A not trust not immediately cause the audience, the impact of information communication. On subtitle translation, the restriction factors first have the following two aspects: the special time and space. Subtitle synchronous though not dubbing so strict, at present also not to Chinese subtitles clear time limit, but one thing is certain, that is, subtitles and sound must be synchronized. This requires the translator must use common words, with short, flexible patterns; realize the information transmission in the limited time and space. Howe. However, the author thinks that to achieve

complete synchronization is almost impossible, because the movie actors lines need to finish a few seconds, and the caption usually is from the speaker's mouth began a sentence, as the audience to browse the subtitle faster than sound transmission speed, this to a certain extent disclosed on the back word, did not meet the "and" effect, inevitably reduce the pleasure of film appreciation. On the other hand, caption is flashed on the screen of text, one is fleeting, like text books, readers can cross reference, this is another kind of constraints on subtitle translation on time. So take the subtitles corresponding translation strategies should be use common words, words and phrases; sentence should concise, avoid cumbersome and lengthy, cherish with long insert component, participle structure and clause. In the regulation of the structure of sentences, passive sentences can bring some negative sentences into active sentences and affirmative; the long sentences into sentence, complex sentence into simple sentences. As in "Wuthering Heights" in 1 cases: Source: Cathy: Isabella, don't you see what he's been he's been using doing? You, to be near me, to smile at me behind your back, to try to rouse something in my heart that's dead!

Translation: Casey: Isabella, don't you understand what he's been doing? He has been using you, use you to get close to me, he was carrying you laugh at me, trying to rouse something in my heart that's dying affection! "to be near me", "to smile at me behind your back" "to try to rouse something in my heart that's dead" .

The dialogue has a long complex sentences, it contains three infinitive phrases and an attributive clause, namely: "to be near me", "to smile at me behind your back" and "to try to rouse something in my heart that's dead". The long and complex infinitives and a subordinate clause is difficult to translate into a short and refining, complete semantic Chinese sentence, because each phrase contains different semantic information, such as hard up a long and complicated sentences, it is bound to cause a subtitle of sound and picture are not synchronized, so that not only affect the audience understanding of the subtitles, but also undermines the movie the wonderful scene. But the translator has skilfully used segmentation method to resolve this problem, that is, to resolve a long sentence into four independent Chinese phrase.

Translation: Casey: Isabella, don't you understand what he's been doing? He has been using you, use you to get close to me, he was carrying you laugh at me, trying to rouse something in my heart that's dying affection!

Subtitle translation was by way of media discourse, namely, the characteristics of their own created many restricting factors, but on the other hand, the multimedia nature film also provides many favourable conditions for cross cultural communication. As mentioned above, since restricted by time and space in the subtitle translation, translation can be cut greatly on the original text. In addition, in written translation the translator can only rely on text symbols to convey information, use words to describe the dynamic and static objects, and the subtitle

will to a large extent due to synchronization occurs, accompanied by music, pictures of natural sounds, people speak (although the audience may not understand the contents of the intonation language) information, provides many favourable conditions to overcome the cultural differences. In short, subtitle translation is restricted by factors such as time and space factors, cross-cultural factors, the subtitle translator in the translation process according to the specific situation, make the corresponding translation strategies, we must conscientiously, carefully before.

5 Conclusions

Subtitling, for words, and the space occupied and the emergence of the time, there are stringent restrictions. Studies have shown that the lower end of the subtitle to put most of the screen, a maximum of two lines, two lines of subtitles time best kept within 6 seconds, the line between subtitles retention time of 3 to 4 seconds, shall not exceed 35 words. Thus, when the speaker speech rate faster express the content is higher, it is necessary translation information was concentrated; leaving only the important information, important information is omitted. For example: "I'm coming along on this endeavours whether you like it or not." (I will follow you). If the literal translation is "Whatever you happy or not happy, I'll follow you." However, due to a faster rate of speech speaker, a relatively long target language subtitle will affect the viewing audience, the use of concentrated translation method to solve this problem. Another example: "He's beginning to get the idea that anybody he attaches himself to be going to end up in prison" literal translation would be: "He began to have had such a view that is dependent on anyone he will be in prison end." Words over the limit caption width. Concentrated translated as "he had thought all his people will rely on jail," omitted "beginning to get the idea that" the translation of the original meaning there is no loss, while ensuring the quality and efficiency of viewers.

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