

汉英旅游平行文本对比和翻译研究 ——以安庆美食与巴斯小吃为例

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摘要: 平行文本是指语篇类型与功能相似的不同语言形式的文本, 不同语言系统的中英旅游文本有其各自独特的规律。从文本功能和翻译目的出发, 以中国安庆地方美食和英国巴斯风味小吃为例, 通过对旅游平行文本进行对比分析, 找出英汉旅游文本中的差异。在此基础上, 提出切实可行的翻译策略, 对原有的中文文本内容进行重组改写, 更加有效地传递旅游文本中的信息, 制作出满足外国游客需求的美食文本。从而实现旅游文本的呼吁感染功能, 推动美味中国走向世界。

关键词: 平行文本; 对比分析; 旅游文本; 外国游客; 美味中国

中图分类号: H 315.9 **文献标志码:** A **文章编号:** 1009-895X(2015)04-0312-05

DOI: 10.13256/j.cnki.jusst.sse.2015.04.003

Contrastive Analysis of “Parallel Text” and Translation of Chinese Tourism Text —A Case Study of Local Delicacies in Anqing and Bath

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Abstract: Parallel texts can be regarded as texts of different languages which share similar features in text type and function, and tourism texts in Chinese and English of distinct language system has its own rule. From the perspective of text function and translation purpose, the author choose the texts of local delicacies in Anqing and Bath as parallel texts and made a comparison between tourism texts in English and Chinese. In addition, the author described her rewriting the original Chinese text to offer foreign tourists enough information, and put forward certain, practical translation strategies for translating the local delicacies into English to attract foreign tourists. The research emphasizes the advertising and promoting function of tourism texts in Chinese-English translation.

Keywords: parallel texts; contrastive analysis; tourism texts; foreign tourists; Chinese delicacies

旅游文本具有信息功能和呼吁功能, 旅游文本的翻译要满足外国读者的阅读需求和文化心理, 也就是要符合外国旅游文本的规范。但是, 目前旅游

文本的翻译, 特别是美食文本的翻译存在许多不足之处, 难以满足外国游客的审美需求。从文本功能和翻译目的出发, 以安徽省安庆市地方美食和英国

收稿日期: 2014-01-13

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巴斯风味小吃为例,采用例证法和对比分析法,对国内与国外旅游平行文本进行对比,分析国内与国外美食文本的特点和功能实现方式的差异,旨在制作出满足外国读者需求的美食文本,吸引更多潜在的外国游客,推动美味中国走向世界。

尤金·奈达的“功能对等”理论与彼得·纽马的“交际翻译”理论为本文的平行文本对比研究提供了理论视角。“功能对等”是指在翻译中力图用最贴近和自然的对等语再现源语的信息,要求译文信息对译文读者所产生的效果与原文信息对原语读者所产生的效果基本一致。“交际翻译”是指力图使译文对目标语读者所产生的效果尽可能地接近原文对原语读者所产生的效果,与“功能对等”类似,强调译文对目标语读者产生的效果;而语义翻译则是力图在合乎第二语言的语义与句法结构下,更加贴切地译出原文的准确语境意义^[1]。可以看出,语义翻译重视的是原文作者的思维过程,适用于文学作品、自传等注重信息内容的文本的翻译,而“交际翻译”重视的是目标语的语言、文化与目标语读者,适用于非文学作品、广告等注重信息传递效果的文本的翻译。因此,不同类型的文本应该采取不同的翻译策略,对于旅游文本这样的表达型文本,宜采用接近目标语和目标语文化的“交际翻译”策略。

一、实践调查研究

旅游文本包括自然景观、人文景观、地理景观、餐饮美食等的宣传介绍资料,其翻译文本的特点直接影响其对外国游客的吸引力。根据网上搜集的安庆美食文本和实地调查的资料发现,其翻译的旅游文本存在一些不足之处。在少数外国游客参观景区的途中,几乎没有纸质的安庆美食的英文介绍;而在网站上少数关于安庆美食的翻译,除了语态、时态、拼写等出现低水平语法错误外,忽略外国旅游文本规范是国内旅游外宣文本的显著特点。总体来说,安庆美食文本的翻译,量少质低。没有满足外国游客需求的美食资料的翻译,中国美食很难吸引外国游客驻足品尝,也不能很好地刺激旅游者的消费欲望。

例1 安庆美食中文介绍

胡玉美蚕豆辣酱

清朝光绪三十二年(公元1906年),胡玉美酱园采用川中辣酱风味,试制成“胡玉美蚕豆辣酱”,色泽泛红,味香细腻,微辣而甜,风味独特,一时

名扬四海,远销国内外。曾在巴拿马万国博览会上,获金质国际荣誉奖章,并先后在上海国际展览会、西湖博览会上,获“国光”银质奖章,被评为安徽省优质产品和轻工业部优质产品。“振风牌”胡玉美蚕豆辣酱为畅销国内外的名牌食品。

安庆美食英文介绍

Hu Yumei Bean Sauce

In the 32nd year of the reign of Emperor Guangxu of the Qing Dynasty (1906 AD), the famed Hu Yumei Sauce Shop adapted a Sichuan-style thick chili sauce flavor to produce “Hu Yumei Bean Sauce”. Its unique flavor made it an instant hit both at home and abroad. In the Panama International Fair, the sauce was awarded the International Honors Gold Medal, and at both the Shanghai International Exhibition and the West Lake Expo, it won the “National Light” Silver Medal. It is been named a “high-quality product” by the Anhui Provincial Government and the Ministry of Light Industry.

通过中英文对比分析,可以看出安庆美食的英文介绍几乎是其中文介绍的直接翻译,如将“曾在巴拿马万国博览会上,获……银质奖章”译作“In the Panama International Fair, the sauce was awarded … Silver Medal”;也有漏译的地方,如将“色泽泛红,味香细腻,微辣而甜,风味独特”译为“unique flavor”,即只译出了“风味独特”的含义等;其中还有不少错译之处,如将“采用”译成“adapted”等。

综上所述,安庆美食的英文译文有很多逐字翻译的部分,也有少量不照搬原文的部分,同时还有不少的语言错误。暂且不论其翻译的优劣,但译文没有考虑国外美食文本的规范是事实,在行文结构、风格上与地道的国外旅游文本相距甚远,不符合外国游客的文化心理与审美需求。平行文本对比的方法有助于产生“自然、地道的译文”^[2],因此,对安庆和巴斯汉英、英英美食资料进行平行文本对比分析就有了重要意义。通过对比分析,找出汉语文化和英语文化中旅游文本的功能表述的差异,制作出符合外国旅游文本规范的外宣译文,满足外国游客的旅游需求,实现旅游文本的呼吁感染功能。

二、安庆美食与巴斯小吃平行文本对比

“平行文本”是指产生于相同或相似情境中的两种不同语言的文本^[2],安庆美食的中文介绍与巴

斯小吃的英文介绍就属于相似情境下产生的两种不同语言形式的文本。“旅游网页是宣传和促销旅游产品及服务的一个重要手段”^[3]，下文将安庆网站上与巴斯网站上的美食文本进行对比分析，旨在找出巴斯美食文本的特点，并借助这些特点制作出满足外国游客需求的美食文本，最终实现旅游文本的呼吁功能。旅游文本中的表达习惯通常具有本国语言文化特色，例如，在语言修辞上，中国旅游文本多用华丽的描写性的和夸张性的词语，而国外旅游文本讲究简洁实用，几乎没有什么浮夸性的词语；在内容上，中国旅游文本突出强调其历史或当下的重要性，而国外旅游文本则从受众角度出发更多地强调对必要信息的传输，注重目标读者的可接受性。

例2 安庆美食中文介绍

麦陇香墨子酥

安庆糕点名坊“麦陇香”的传统特产。制作须经过九道工序，精心配料。主要原料是上等黑芝麻、小磨麻油、精细白糖等。产品形同乌墨，油而不腻，香甜爽口，具有润肺补肾利肝等功效，老少皆宜。曾获商业部优质产品奖和安徽省优质产品奖。

安庆美食英文介绍

Mai Long Xiang Black Sesame Pastries

These rich pastries are the famous Mailongxiang Bakery is specialty. To turn out these delightful pastries, the bakers follow a special nine-step process. The main ingredient is a loose powder ground from only the finest black sesame seeds. Added to that, refined sugar, sesame oil and a variety of additional materials make this local specialty a tasty treat. Dark as the finest black ink, with enough oil to flavor without being greasy, and ever so sweet and refreshing, it also boasts a number of traditional Chinese medicinal properties, aiding the lungs, kidney and the liver, all the while, being suitable for people of all ages. In addition to the National Department of Commerce is prestigious “High Quality Product” award, the pastries have raked in various provincial awards for quality as well.

例3 巴斯小吃的英文介绍

The Bath Bun

The Bath Bun, not to be confused with the Sally Lunn bun, was invented by Dr. Oliver whose patients loved them so much that their waistlines expanded at

an alarming rate so they were quickly replaced with the savoury Bath Oliver biscuit (see below.) The buns were originally a brioche or rich egg and butter dough topped with crushed caraway seed comfits. Today's Bath bun is made from a sweet yeast dough and is sprinkled with crushed sugar after baking and often has a sugar lump in the centre of the bun. You can try a Bath Bun at various cafes and tea rooms in Bath such as The Bath Bun Tea Shoppe and Hands Tea Room.

Sally Lunn Buns

The Sally Lunn bun is much larger than the Bath bun and is like a large airy brioche. It is served with sweet or savoury accompaniment. Sally Lunn's, one of the oldest houses in Bath, now houses a museum in the basement and a restaurant on three floors. According to legend, Sally Lunn, a Huguenot refugee, arrived in Bath in 1680 and started work with a baker in Lilliput Alley. She introduced the baker to her brioche style bun and they soon became popular at the public breakfasts and afternoon teas that were in vogue at the time. The recipe is a closely guarded secret which is mentioned on the deeds of the house. Today, Sally Lunn's Refreshment House is high on the list of places for visitors as they can combine history with a delightful meal. In the evening the buns are served “trencher style” and make a superb meal.

Bath Olivers

Bath Olivers are popular today as an accompaniment for cheese and can be found on the shelves of most large supermarkets. However, this was not the purpose for which they were designed. Dr. Oliver was among the successful physicians who gathered in Bath during the Eighteenth Century to treat the sick who came to Bath for the curative properties of the thermal waters. During that period it became more popular to drink the waters rather than bathe in them. On his death Dr. Oliver left £ 100, a sack of flour and his secret formula to his coachman Atkins who subsequently set up a shop on Green Street and became rich on the proceeds. In tandem with architect John Wood and Master of Ceremonies, Beau Nash, Dr. Oliver was instrumental in founding the Royal Mineral Water Hospital to look after the less fortunate. This is now one of the oldest functioning hospitals in the UK.

麦陇香墨子酥的中文介绍体现了中国旅游资料的语言文化特点,大量使用溢美之词,如“精心”、“上等”、“油而不腻”、“老少皆宜”等,为了突出其重要性,介绍还提及了其“九道工序”、“具有润肺补肾利肝等功效”等。其英文介绍几乎是对中文介绍的直接翻译,其中还有明显的语法错误和表述不当,如将“(麦陇香墨子酥) 安庆糕点名坊‘麦陇香’的传统特产”译为“*These rich pastries are the famous Mailongxiang Bakery is specialty*”,属于两个谓语动词、主谓不一致的语法错误;介绍还将“油而不腻”译成“*with enough oil to flavor without being greasy*”,使用“*with...without...*”的结构表述不当,在这完全可以不译“油而不腻”,只要大概介绍其口味,游客就会自己品尝其是否“油而不腻”了。这些在中国读者看来褒义十足的表述,直接翻译成英文,在外国游客看来未免空洞浮夸、难以理解,更别说激起他们的兴趣了。

与中国旅游文本的特点不同,国外旅游文本的突出特点是注重内容的可接受性,语言紧凑简洁,频繁地使用亲近读者的口语表达方式,通过其呼吁功能达到吸引读者的目的。旅游外宣文本的成功与否要以其是否符合“译文功能、译语文化社会规范、文本类型等”^[4]为衡量标准。国内外的旅游文本都是在提供必要信息的基础上增加呼吁的功能,因此,为符合外国读者的语言文化规范,有必要对英美国家美食文本的特点进行分析总结,以便在翻译时模仿其文本特征,创作出接近外国读者审美习惯的文本。

从具体实例来看,“*The Bath Bun*”(巴斯甜面包)的介绍首先谈论其开创者,其次谈到演变发展过程,再到现在的成分,最后论及售卖地点。“*Sally Lunn Buns*”(萨利伦甜面包)的介绍首先谈到其形状口味,其次论及其店面规模,再介绍传说中的店主及面包师,最后谈论店面的名声特色。“*Bath Olivers*”(巴斯奥利弗饼干)首先谈论其流行度,其次介绍开创者的身份事迹、遗留的配方等。总体说来,这三个小吃的介绍主要谈及了开创者、发展过程、配方口味及知名度等,都刻画了故事化的情节,以激起读者的阅读兴趣。同时,介绍语言简洁、自然、朴实,注意使用面向读者的口语化的表达方式,如“*You can try a Bath Bun at various cafes and tea rooms...*”等。可以说,成功的旅游文本在于以目标语读者为导向,符合目标读者的审美习惯,实现旅游文本的呼吁作用。

三、旅游文本的改写

根据以上安庆美食与巴斯小吃平行文本对比的具体实例,可以看出安庆麦陇香墨子酥英文介绍的不足之处,这就需要我们借鉴巴斯小吃英文介绍的文本特点,来对安庆美食的英文介绍加以改写,以期满足外国读者的旅游需求。安庆麦陇香墨子酥的中文介绍可以适当保留,加以增删改写,即对中文原文进行“镶补、减肥、重组”^[5-6]。增补一些具体的、人文性的描述,如其开创者、发展过程和呼唤性的语句等;删减那些不符合外国游客旅游需求的语句,“制作须经过九道工序,精心配料”等这些不是游客所关心的,“产品形同乌墨,油而不腻”等描述性的文字也完全可以替换为一幅图片;在为外国游客提供基本美食信息的基础上,对原有的中文介绍和增补的内容进行重组改写,增加英文介绍的互动性和感染力。此处的改写是基于翻译目的和文本功能进行的,安庆美食英文介绍是通过向外国读者展示其旅游信息、与外国读者产生心理互动,以达到旅游文本呼吁感染的作用。需要指出的是,这一改写策略并不违背“忠实”的翻译原则,在目的论中,“忠实”并不意味着译文和原文逐字对等,译文的目的是译者对原文的理解决定着忠实程度和译文形式^[7]。在这一实例中,安庆美食英文介绍需要忠实的对象不是其面向中国读者的中文介绍,而是其面向英美读者的平行文本,即模仿巴斯小吃英文介绍的文本规范,制作出满足外国游客需求的旅游文本。

安庆美食英文介绍改写如下:

Mai Long Xiang Black Sesame Pastry

Mai Long Xiang, a famous pastry shop in Anqing, was invented by Hu Yumei to compete with a businessman in the late Qing Dynasty, who designed a pastry shop first near Hu's Sauce Garden. Hu Yumei eventually defeated the competitor through sending for masters from nonlocal and a selection of local raw materials. Black Sesame Pastry, the traditional pastry of Mai Long Xiang, is made from black sesame seeds, refined sugar and sesame oil and tastes sweet and refreshing. It was rewarded as “High Quality Product” by the National Department of Commerce. Today, Mai Long Xiang is high on the list of places for visitors of all ages as they can combine history with a tasty delicacy.

改写的麦陇香墨子酥英文介绍首先谈论其开创者与发展过程,其次论及其成分与口味,最后谈到其名声特色,是模仿英国巴斯旅游文本的特点对其中文介绍进行的改写。此处的改写是“对原语篇的风格进行改动,化虚为实使译文符合译语的语言风格和行文习惯”^[8]。从翻译方法上来看,改写的旅游文本不是对原文文本逐字逐句的“语义翻译”,而是在考虑目标语读者的社会文化与特定文本规范的基础上对原文进行的“交际翻译”。需要注意的是,上述改写的旅游文本只是合乎译入语文化社会规范和译入语旅游文本规范的一种,是一种“符合目标语特定文本的惯例、基本达到预期交际功能的‘充分翻译’”^[9]。

四、结束语

中国旅游文本与国外旅游文本在行文结构、语言修辞上有很大差异,在制作外宣旅游文本的过程中要将中国的旅游信息特色与外国游客的旅游需求相结合,既体现中国美食的特色,又满足外国读者的审美需求。美食平行文本对比的实例虽然不能系统地展示旅游文本对比的方方面面,但是对中国美食的外宣翻译具有一定的积极意义。

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(EMT)的要求,结合笔者多年翻译实践,本文提出合格的MTI毕业生除应具有扎实的语言功底、较强的跨文化能力和熟练应用翻译工具的能力之外,还应具备一定的信息挖掘能力、主题知识能力和翻译服务能力。为了培养信息挖掘能力、主题知识能力和翻译服务能力,笔者建议MTI课程中设置文献检索、中高级科普、科技文本类型、翻译伦理等课程。

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(编辑: 巩红晓)

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(编辑: 朱渭波)