

Translation Of TCM Terms From The Perspective Of Translation Memetics

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Abstract:

As a medium of language exchange and cultural exchange, translation must pay attention to the translation quality of TCM terms in order to go to the world. From the perspective of translation memetics, this paper first analyzes the difficulties of TCM terminology translation, and on this basis, puts forward the measures and principles to improve the effect of TCM terminology translation. The purpose is to provide reference for the external translation and communication of TCM terms and improve the communication effect of TCM culture.

Keywords: meme; TCM terminology; Translation principle

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I. Introduction

Traditional Chinese medicine is the treasure of ancient Chinese science, carrying the experience and theoretical knowledge of ancient Chinese people in fighting diseases. In the countries of Chinese character culture circle, traditional Chinese medicine is still one of the common means for people to treat diseases. With the deepening of cultural exchanges between China and the west, the methods and efficacy of traditional Chinese medicine in treating diseases are gradually recognized in non Chinese character cultural circle countries, and people's demand for TCM terminology information is increasing. In international communication, whether the translated TCM terms can really express their own connotation and be accepted by Westerners who are very different from Chinese culture is an important content that translators must think about.

II. Memetics And Translation

Translation refers to the act of transforming one language information into other language information on the basis of accuracy, smoothness and fluency. Meme comes from the word "imitation gene", which is used to refer to the replication factors existing in the process of cultural transmission and evolution. Just as genes have both inheritance and variation in the process of biological evolution, meme has both inheritance and innovation in the process of transmission. In this way, it can be said that translation activities are the ways, means and processes that enable memes to spread across cultures and time and space through language. Therefore, from the perspective of memetics, translation is not simply moving things from one place to another, but copying, inheriting, innovating and developing them in the process of communication. The primary task of the translator is not to preserve the original ideas, but to spread and develop the original ideas in the new language environment.

Translation memetics is a new exploration of translation studies from the perspective of cross-cultural

communication of memes, which provides a new perspective for the study of translation theory and gives new significance to translation activities: enabling memes to smoothly cross the cultural gap and spread from one place and country to another. The reliability, speed and cycle of meme replication are the guarantee for the survival of foreign memes in the new cultural environment.

When studying the evolution of translation theory, Chesterman found that the vitality of translation memes is very different. Some translation memes disappear because they cannot be generally accepted; Although some are popular for a while, they are like a flash in the pan and can not last long, so they are replaced; Others have strong vitality, so that they can survive, spread and develop. From the perspective of memes, the evolution of translation theory is actually the result of the continuous replication, inheritance, innovation and dissemination of translation memes in the translation meme library. In the process, translation memes will produce certain variation. Therefore, the result of replication must be different from the original memes, and it is related to the increment or deletion of the original translation memes, It is in this variation that translation memes are reborn and developed. Therefore, whether translation memes can survive the test of practice depends on whether they can win wide recognition and acceptance.

However, it should be noted that without any form of translation strategy meme, it is impossible to copy 100% from the source meme to the target meme. As the basic unit of cultural communication, meme is transmitted through "imitation", which recognizes the dynamic variability of meme in communication. Following this rule, when all translation strategies memes from the perspective of translation memetics are applied to translation, the final result can only be different degrees of "simulation", never 100% of "authenticity", only different degrees of "equivalence" and never 100% of "equivalence".

III. The Difficulties Of TCM Terminology Translation From The Perspective Of Translation Memetics

Memetics holds that translation is a crucial and effective way to copy and spread memes from one culture to another, so as to go to the world. The process of translation is the process of copying and spreading memes. Therefore, the translation of TCM terms can get some useful reference from translation memetics.

The core content of cultural memes can be spread to other regions and countries through effective translation. If cultural memes with Chinese characteristics are translated according to Mr. Dawkins's three criteria of successful memes, they can successfully realize the cross-cultural communication of these cultural memes. At the same time, they also introduce foreign language memes to western countries, which will inevitably promote the progress and development of society.

Traditional Chinese medicine has a unique understanding of diseases, a variety of treatment methods, relatively small toxic and side effects, and a very strong cultural background. These factors have attracted the attention of many countries and regions dominated by Western medical science. From the perspective of memetics, the needs of the host will facilitate the replication and dissemination of memes, that is, the needs of the host can reduce some rejection in the replication and dissemination of memes. However, the host's own needs will not reduce the difficulty of integrating memes into the host's existing cognitive structure, because there is a meme complex of Western medicine in the host's existing cognitive system, which is closely connected with the memes of western culture, so it brings great difficulty to the competitive meme complex of traditional Chinese medicine. TCM memes such as syndrome differentiation and treatment, yin and Yang, acupoints, meridians, acupuncture and moxibustion completely exceed the existing cognitive scope of the host, that is to say, they have entered a completely blank cognitive scope. For the sake of safety, the host will generally selectively accept some memes, which makes the TCM memes lack systematicness when infecting these hosts.

The cross-cultural communication of memes is closely related to translation. On the one hand, memes

with the characteristics of replication fidelity, persistence and productivity will become strong memes and promote the spread of traditional Chinese medicine; On the other hand, even if we can correctly understand the theory of traditional Chinese medicine, we can't really realize the dissemination of traditional Chinese medicine without an appropriate target language, so we should also use appropriate translation skills.

IV. Measures To Improve The Translation Effect Of TCM Terms

Formulate standardized TCM terminology

The main purpose of TCM translation is to realize the cross-cultural communication of Chinese medicine, so that people in other countries can understand Chinese medicine and use traditional Chinese medicine. Therefore, the text of translation should retain the essence of Chinese medicine as much as possible, otherwise the purpose of translation is very difficult to achieve. Many people have no confidence in westerners' complete understanding and acceptance of traditional Chinese medicine. This is because people always try to explain and explain some concepts of traditional Chinese medicine with the concepts of Western medicine. Practice has proved that this view on TCM translation is wrong. Translation activities based on the assumption that Westerners cannot understand and accept traditional Chinese medicine will hinder the spread of traditional Chinese medicine in western countries, because "Western readers" are not all western medicine. These people should be given an opportunity to understand that traditional Chinese medicine is a medical system different from western medicine. One of the reasons why western medicine can become the international mainstream medicine is that its standards and concepts are the same no matter where it is spread.

From the perspective of memetics, in the process of translation, the translator should copy the source memes, and then express the source memes in the language used by the target language readers. However, cultural differences lead to great differences between the target language meme inventory and the source language meme inventory. Chinese medicine memes with Chinese characteristics such as "Three Jiao", "five elements" and "Yin and Yang" have evolved with Chinese culture. The source language host is easy to accept these concepts. However, when these memes try to infect the target language host, meme vacancies are easy to appear, which hinders the spread of Chinese medicine. As we all know, terms have professionalism, specificity and semantic accuracy. Zhang Bin believes that: "When TCM terms are translated into various forms, they themselves deviate from the meaning specificity of the terms. At the same time, these different English translation forms represent different meanings for the target language host, which will lead to the selective acceptance of the host. These English translation forms themselves will have a selective competition, because there is confusion in the process of replication and dissemination, which is extremely unfavorable to the dissemination of terms." At the same time, if memes want to replicate successfully, they must ensure the fidelity in the replication process. The more faithful the replication is, the more conducive it is to the spread of memes.

Train qualified translators

TCM memes should attract the target language host to understand and accept them, which can be realized through translation. As a special carrier of meme, the translator plays an important role in this process. On the one hand, the translator should master the law of meme dissemination and replication, on the other hand, he must be familiar with Chinese cultural meme, Chinese meme, Chinese medicine meme, Western cultural meme, English meme, Western Medicine meme and so on. Because the spread of memes first infects the translator with TCM memes with Chinese cultural memes. The translator re encodes TCM memes in English or other foreign language forms, so that TCM memes can be accepted by the target language host. The process of various source language memes infecting the translator and the translator's choice of target language memes fully reflects the translator's creativity and subjective initiative, but it will also lead to the randomness and

uncertainty of target language choice. In addition, due to the uniqueness of TCM, when TCM memes infect translators, sometimes it is difficult for translators to find the corresponding western medicine memes. This linguistic and cultural asymmetry is also a major obstacle to TCM translation.

Through the analysis of the translation subject, it is found that the translator's cultural literacy and knowledge structure have a great impact on the understanding of the original and the expression of the translation. Eugene Nida, a famous contemporary American translator, said that a qualified translator must have the following abilities: proficient in the target language, familiar with the source language, the ability of "Empathy", professional knowledge in relevant fields, rich imagination and language expression ability. Traditional Chinese medicine is not only a medical science, but also includes the knowledge of many disciplines in ancient China. It is the epitome of the development of ancient Chinese culture and science and technology. Therefore, the staff engaged in the translation of TCM terms need to have the professional knowledge of TCM, ancient Chinese, English language and Western medicine, understand the working methods and knowledge of Western medicine terms, translatology and linguistics, and be familiar with the clinical operation of TCM.

Training professionals with the above conditions is a major project. At this stage, relevant Chinese experts and scholars should play a positive guiding role, and Chinese and Western scholars and translators should strengthen cooperation. Their cooperation can solve many translation disputes, increase the adaptability of memes, strengthen TCM memes, become strong memes, have greater influence, get more survival opportunities, and finally promote the replication and wide dissemination of memes. With the development and maturity of traditional Chinese medicine in western countries, traditional Chinese medicine scholars in these countries have also grown up. They learn from the experience of Chinese translation of Western medicine, skillfully master the knowledge and treatment technology of traditional Chinese medicine, understand ancient Chinese, and have such talents to participate, which will be of great benefit to the English translation of traditional Chinese medicine.

V. The Basic Principles Of TCM Terminology Translation

The cross-cultural communication of memes is closely related to translation. Without a suitable target language, even if you are proficient in traditional Chinese medicine theory, you can not successfully realize the overseas communication of traditional Chinese medicine. In order to accurately spread traditional Chinese medicine, you must adhere to the appropriate translation principles.

Uniformity

Although the current situation of English translation of TCM terms is not optimistic and needs to be improved, if there is no unified standard terminology or the concept of TCM has changed, the internationalization and overseas dissemination of TCM can not be realized. Correct and unified translation is very important for TCM terms to enter the meme pool of the target language. Dawkins once said that if foreign memes can be combined with dominant memes into meme complexes, there will be more opportunities for survival. Therefore, we should strive to strengthen the meme of TCM terms and become a strong meme.

The representative memes reflecting the essence of TCM practice and basic theory must be unified. The theoretical basis of traditional Chinese medicine is Chinese classical philosophy. Many concepts are related to the five elements theory and yin-yang theory. For example, "Yin" and "Yang", "deficiency" and "reality". Among them, the translation of "Yin" and "Yang" is twists and turns, and there have been many translation methods: masculine and feminine, sun and moon, positive and negative, etc. Imagine what a heavy loss it would be to Chinese traditional culture and traditional Chinese medicine if any of these translation methods were fixed in English. Because in Chinese culture, "Yin and Yang" is the foundation of all things, it is difficult to define it

from the language level. Now "Yin" and "Yang" are translated into "Yin" and "Yang" in the form of transliteration, and have been accepted by western countries. This treatment method not only ensures the replication fidelity of memes, but also retains the original philosophical connotation. There are many similar concepts in traditional Chinese medicine. The interpretations of them are inconsistent in all dynasties, and there is no corresponding meme in the target language meme pool. If a unified translation cannot be formed, it will pose a great trouble to the overseas dissemination of traditional Chinese medicine.

The scope of unified translation refers to the representative memes of traditional Chinese medicine, not all traditional Chinese medicine translation. For example, "wind is the leading cause of all diseases" can be translated as "wind is the leading cause of all diseases", or "wind is responsible for the current of variable diseases". Because it is impractical to unify all TCM terms, we only need to unify the representative memes. In this sentence, we only need to unify the representative memes such as "wind" and "disease", and the others can be treated in general.

Nationality

The principle of nationality refers to preserving the cultural characteristics of traditional Chinese medicine in the process of TCM terminology translation. Traditional Chinese medicine, which originated in China and has distinctive Chinese traditional cultural characteristics, should retain its national characteristics in the process of internationalization. Traditional Chinese medicine is a unique medical system of the Chinese nation. It has its uniqueness in concept category, ideological principle and other aspects. It has a special conceptual system. It is very incommensurable with modern western medicine in terms of theoretical system and operating system. National characteristics are the most significant characteristics that distinguish traditional Chinese medicine from other medical systems in the world. The distinctive national characteristics must be reflected in the English translation of traditional Chinese medicine terms, which can retain the cultural characteristics of traditional Chinese medicine to the greatest extent and brand a distinctive Chinese mark. It is also one of the main principles to ensure the faithfulness of translation.

Traditional Chinese massage is a branch of traditional Chinese medicine related to massage treatment and clinical application. Now it is generally translated as "traditional Chinese Tui Na", and the transliterated "massage" has been popularized and widely praised. If "massage" is translated into "massage", it can not explain the connotation of traditional Chinese massage, because "massage" will remind people of general massage services, It confuses the meaning of traditional Chinese medicine, so Chinese translators are used to using this transliteration method, so as to avoid unnecessary misunderstandings.

Traditional Chinese medicine surgery and traditional Chinese medicine orthopedics are traditionally translated as "surgery" Of Chinese medicine ", " Chinese orthopedics and traumatology ", but in the actual translation, the translator likes to use " external medicine "to mean" surgery ", because in western medicine, " surgery "is generally related to surgery, but the surgery of traditional Chinese medicine basically does not involve surgery; In addition, now western translators try to use "bone damage" to express orthopedics, which is clear.

Simplicity

From a certain point of view, TCM translation belongs to scientific and technological translation. The prominent feature should be concise and concise, which should be maintained after translation into English. However, from the current practice of English translation of traditional Chinese medicine, the characteristics of concise and concise terms have almost been lost in some aspects. Some TCM terms translated into English are no longer terms, but become a sentence, and some even become a small paragraph. Although there is no

standardized unified translation language for TCM terminology translation, it can follow the trend of standardization.

As memes, words can be strengthened or destroyed through different replication forces. Generally, long or awkward words are used less frequently, and short and fluent words are used more frequently, so they become common words. In addition, the simplicity of spelling and reading is sometimes a consideration when people choose to use vocabulary. Lexical memes follow this law. Therefore, the concise meme of TCM terminology will undoubtedly have an advantage in the process of meme replication and dissemination. Simple and direct TCM terms gradually become strong memes in the process of natural selection, which is also in line with the general trend that the translation needs practicability and objectivity.

"Holistic view" means that the human body and the external environment are harmonious and unified as an organic whole. It is a philosophical concept in traditional Chinese medicine. There are many translations of this concept in history, such as "concept of organic wholeness" or "organic wholeness". Now the most popular translation is "holism". "Holism" was finally accepted because of its simplicity.

"Syndrome differentiation and treatment" in traditional Chinese medicine refers to the theory of determining the treatment method and syndrome type by analyzing the signs and symptoms reflecting the etiology, location and nature of the disease and the patient's constitution. The translation of this concept is also inconsistent, such as "differential diagnosis in accordance with the eight principal syndromes" and "analyzing and differential pathological conditions in accordance with the eight principal syndromes". Compared with the source language term meme, the above translation methods are too complex and stereotyped. At present, the more popular translations are "treatment based on syndrome differentiation" and "syndrome differentiation and treatment", which ensure the simplicity of the target language meme.

Intertextuality (back translation)

The translation with the characteristics of back translation is conducive to the accurate expression of the meaning of TCM terms, the better and faster mastery of TCM English by Chinese TCM personnel, and the study, mastery and effective business communication of TCM theories by TCM workers in other countries. In addition, the back translation can reproduce the source language information more accurately and reduce the profit and loss of information in translation. At the same time, traditional Chinese medicine is a purely Chinese cultural phenomenon, but there are great cultural differences between China and the West. Therefore, emphasizing the back translation of the translation is convenient for traditional Chinese medicine to go to the world and maintain its national characteristics.

English has memes such as "solid or fact", "weak or empty", "heat" and "fire", but there are no memes such as lung heat, stomach fire and liver wind. How to translate these memes with Chinese characteristics is a big problem. At first, "stomach fire" was translated into "stomach fire", which caused a lot of confusion to people in western countries, but after years of replication and dissemination, "stomach fire", a meme with Chinese characteristics, has been understood by many Westerners, such as "heart fire" and "kidney deficiency".

Of course, adhering to the principle of retranslation can not affect the true reproduction of the source language information, that is, the translator must understand the connotation of TCM terms and avoid mistranslation. For example, "psoriasis" and "taking medicine" have been translated into "hide lichen" and "doctor under the skin". These translations completely distort the connotation of the source memes and have nothing to do with their true meaning. In fact, "psoriasis" in traditional Chinese medicine is commonly known as "psoriasis", and the corresponding English meme is actually "psoriasis" in western medicine; "Taking medicine" is a euphemism for "gynecologist" in traditional Chinese medicine, and the corresponding English meme is actually "Gynecology" in western medicine.

Among these principles of TCM terminology translation, unity is the primary principle, which should be followed first in translation; The lowest level is the principle of retranslation. When it conflicts with other principles, retranslation should be abandoned first; While adhering to the principles of nationality and brevity, we must give consideration to the rationality of memetic grammar in English translation.

VI. Conclusion

The standardization of TCM terms is the key to the internationalization and modernization of TCM, because unified and standardized terms are the premise of promoting TCM and academic exchanges, and also help to solve the chaotic translation of TCM terms. Cultivating professional TCM translation talents can accelerate the speed and effectiveness of TCM external communication, promote the overseas communication of Chinese traditional culture and enhance China's cultural soft power in the international community. In the process of training, we should pay attention to cultivating the translator's cultural literacy and optimizing the translator's knowledge structure. At the same time, translators should follow appropriate principles in translation in order to realize the effective international dissemination of TCM terms.

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