A Study on Quality Review of English Translation of Intangible Cultural Heritage Names

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Abstract: In order to better complete the accurate translation of names of intangible cultural heritage, so that domestic and foreign friends can have a deeper understanding of Chinese culture, the quality review of the translation of names of intangible cultural heritage is studied. This paper analyzes the common methods and means in the translation process of intangible cultural heritage and the conventional features of intangible cultural heritage in China, so as to more accurately select the most appropriate translation method for the translation content, and optimize the quality review algorithm in English translation, so as to realize the research on the quality review of the translation of intangible cultural heritage names. Finally, the investigation shows that the quality evaluation effect of the translation of intangible cultural heritage names is more acceptable than that of traditional methods.

Keywords: Intangible cultural heritage; English translation; Translation; Cultural dissemination; Quality review

1. Introduction

A full, clear and clear understanding of the characteristics of "intangible cultural heritage" is the basic premise for the translation of publicity materials. "Intangible Cultural Heritage" is a special heritage gradually formed after the emergence of human beings. Whether in content or form, it has its own special nature and characteristics. Among them, the most prominent are its uniqueness, nationality, inheritance, locality, invisibility, variability and pluralism. It is precisely because of these outstanding and diverse features that the translation of publicity materials has also had an impact. Taking invisibility as an example, it is the most prominent feature to distinguish other cultural forms. Although it also has its own material factors and carriers, it belongs to the category of human activities and must be displayed by actions, which brings some difficulties to the translation of publicity materials. The characteristics of nationality and uniqueness of "intangible cultural heritage" will surely lead to many cultural projects with distinct ethnic colors in the translated texts, which is also the difficulty in the translation of publicity materials. In the process of translating "intangible cultural heritage", the traditional culture of the Chinese nation must also be integrated into it, and the translated content must be consistent with the translation characteristics of foreign cultures. In other words, when translating publicity materials, we should fully understand the language features and expressions of the countries that need to translate publicity materials, integrate them into China's national traditional culture, organically combine them, ensure the due integrity of translation, and spread the essence of China's non-cultural heritage and deeper cultural spirit to the international community. The focus of translatology is not on the conversion between the starting language and the target language, but on the translation of the unique value and significance of a practical activity of human cross-cultural communication. Translation from the perspective of translatology contributes to the publicity effect of intangible cultural heritage. Effective communication and exchange of intangible cultural heritage is of great significance to the inheritance and maintenance of national culture. As a spreading act of culture, translation has five elements: the subject, content, approach, audience and effect of translation. The in-depth study on it is helpful to explore the best translation model and obtain the best translation effect.

2. English Translation of Intangible Cultural Heritage Names

2.1. A survey of English translation of intangible cultural heritage names

Translation of intangible cultural heritage belongs to cultural communication in essence, and the transmission and exchange of information belong to the phenomenon of communication. The application of world intangible cultural heritage is in full swing. China has now become the country with the largest number of world intangible cultural heritage projects. How to translate and introduce

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intangible cultural heritage to the world, so that these cultural heritage can radiate new vitality in the collision with other cultures, has become a new translation topic. Search by the title of "Intangible Cultural Heritage and Translation" and get the results of the paper, which main-ly includes research on strategy, translation and publicity. Based on the analysis of the research papers on translation of intangible cultural heritage with publication time as a variable, the development of this research in China can be reviewed. As shown in table 1.

Table 1. Annual distribution of intangible cultural heritage translation research papers

Time of publication	2011	2012	2013	2014	2015	2016	2017	2018
Number of articles published	12	16	22	24	26	32	37	42
Number of core journals published	4	2	4	3	5	8	5	8
Number of ordinary periodicals published	4	5	6	5	6	4	7	7
Number of journal publications	1	3	4	2	4	5	8	8
Number of publications	1	0	4	5	5	5	5	7
Number of publications of shuolun	1	3	2	5	5	8	7	
Number of papers published	1	3	2	4	1	2	5	2
Proportion of theoretical research	12%	15%	19%	21%	24%	26%	30%	35%
Percentage of empirical research	13%	16%	17%	19%	22%	24%	28%	33%
Proportion of mixed methods	11%	14%	18%	18%	20%	25%	29%	37%

2.2. Translation model of intangible cultural heritage

The translation and introduction modes of intangible cultural heritage can be studied from the following four aspects.

Subject of translation and introduction. The so-called translation subject actually refers to who the translator is. Generally speaking, for materials that we know to be translated from Chinese into foreign languages, the translator should be a foreigner, that is to say, native personnel whose target language is the mother tongue can better realize the purpose of communication. In order to translate accurately, the first job is to understand the traditional Chinese culture involved in the required translation content. However, because the required translation materials related to "intangible cultural heritage" have their own national cultural characteristics in terms of content and form, even foreign translators with relatively mature Chinese level are bound to encounter different degrees of difficulties in the actual understanding process. Therefore, it is necessary to cooperate with Chinese translators with high level of foreign languages in order to achieve the best translation effect. In order to make foreign translators have a better understanding of the traditional Chinese culture, the translation of "intangible cultural heritage" from Chinese to foreign requires not only the Chinese translators themselves to have a deep understanding of their own culture, but also to keep in touch with foreign translators and carry out real-time communication and exploration of the language structures in different regions. Only in this way can the further cognition and understanding of different cultures be facilitated. In addition, it should be noted that when choosing the translation subject, the focus should be on the "intangible cultural heritage" itself, rather than the process of the "intangible cultural heritage" translation work, so as to have a deeper understanding of the different management situ-ations of different regional cultures and facilitate the in-depth exchange of "intangible cultural heritage".

Translation and introduction of contents. The so-called translated content refers to what is to be translated. In view of the outstanding characteristics of "intangible heritage", the ultimate effect of publicity translation depends on the source language content at the time of translation. "Intangible cultural heritage" is usually presented to people in the form of performance and practice. If the ultimate purpose of the dissemination of publicity translation information is to be realized, so that non-native language people can understand or recognize the fundamental purpose and significance of these "intangible cultural heritage" practical activities, translators are required to convert intangible information images into intuitive language and give in-depth explanation. Most of the "intangible cultural heritage" language materials do not come from one person. They can come from ethnic scholars or from special inheritors of "intangible cultural heritage". Because it was not done by one person, the language style of the text must be different, which is a big challenge for translators. Therefore, in translation, the original content must be appropriately adjusted according to the fundamental purpose of publicity translation.

Approaches to translation and introduction. The so-called translation approach refers to the fundamental problem of "how to introduce". Different from other publicity materials that are proficient in written forms, the translation and introduction of "intangible cultural heritage" must be fully combined with written explanations, specific practical activities and performance forms, so as to obtain the best effect of translation and introduction. Therefore, in addition to using traditional publishing methods, it is also necessary to integrate into the current very convenient Internet to make use of it as an effective translation approach. This approach suggests that relevant government departments should take the lead and cooperate with var-

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ious media, major universities and relevant "non-heritage" inheritors to increase investment and publicity. Not only will the promotional materials with English subtitles and simultaneous interpretation be disseminated through the portal network, but also multi-dimensional publicity can be realized through international exhibitions, sports competitions and other activities. In addition, some well-known enterprises, influential social organizations or individuals can be called upon to participate actively.

Translating and introducing audiences. The so-called translation audience refers to the object of communication. The fundamental purpose of publicity translation is to spread the "non-heritage" information needed for translation to friends from all walks of life in the world and to attract foreign audiences. Therefore, the study on audience influences the final effect of communication. The language and cultural environment and regional concept of the audience restrict their ability to accept and understand "intangible" information. The target audience of publicity translation is foreigners. The social history, living environment, customs, ways of thinking and values of their countries are far from those of our Chinese nation. If these foreigners want to have a deeper understanding of Chinese culture and accept it frankly, they need to establish a sense of identity among different races. Only by enjoying a tacit sense of identity can these exotic communication objects resonate with the "non-heritage" information that they are transmitting, so that they can better understand and accept it, and finally receive the best communication effect. The study of "intangible cultural heritage" publicity translation is conducive to the effective promotion of the soft power of the national culture, and has a milestone significance for the important national strategy of Chinese traditional culture towards the international. How to effectively spread the culture with national characteristics to all parts of the world is the primary topic of publicity translation research. From the perspective of translatology, this paper makes a brief analysis of the translation of intangible cultural heritage publicity. According to the prominent characteristics of "intangible cultural heritage", the author thinks that the translation subject needs to cooperate with China and foreign countries, the translation content needs to be flexibly compiled in combination with the actual situation, the translation approach needs to be integrated into multi-dimensional publicity approaches, and the translation audience needs to establish the most basic sense of alien identity to achieve the best translation effect.

The classification of intangible cultural heritage is difficult to divide and it is difficult to strictly define the classification. In other words, it is difficult to define each category accurately or strictly, and some are not only divided into one category. The non-heritage text is an information text with appeal function. Non-heritage texts usually include definitions, origins, characteristics, forms of expression, historical and cultural values and the current protection situation. They mainly introduce basic information to readers and arouse the awareness of the whole society on protect. Therefore, semantic translation and communicative translation should be combined according to the specific translated text.

2.3. Translation methods of intangible cultural heritage

Translation of a large number of cultural items is involved in intangible cultural heritage texts. The specific items of culture in English translation include: place names, personal names, artistic forms, folk customs, article names, dynasties, ancient books and other historical events, myths and legends that belong to common expressions. In the process of translation, the translator should consider both the cultural characteristics of the source language and the acceptability of the target language readers. While preserving the national cultural characteristics, the translation should be understood and accepted by the target language readers so as to realize the organic integration of the source language author, the translator and the reader. Therefore, semantic translation and communicative translation should be combined. Specifically, literal translation, literal translation plus annotation, transliteration plus annotation, free translation and other methods can be used for the translation of such proper nouns.
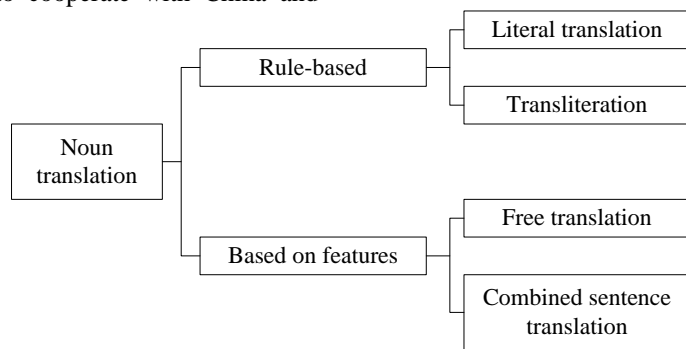

Figure 1. Research on common translation methods

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At the same time, the "new media+intangible cultural heritage" model created by the Internet has also created a new direction for the translation of intangible cultural heritage text materials. The translation strategies of these proper nouns will be exemplified in turn below.

Literal translation: to improve the process of literal translation method steps, specifically as follows.
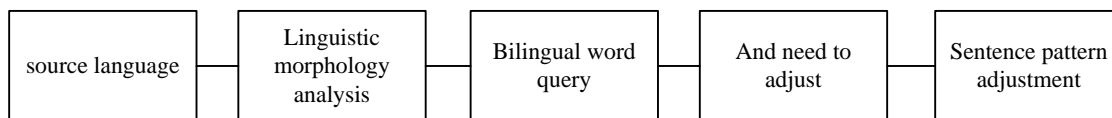
Figure 2. English literal translation process

Translation of intangible cultural heritage based on the above process, such as:

Example 1:

Celebrating the Little New Year.

"Little Year" is a traditional festival of the Han nationality in China. "Little Year" is actually not "small". Little Year is the prelude of Spring Festival, and is only second to New Year. From this day on, the Spring Festival was kicked off. People began to "busy the year", preparing new year goods, king of people, sweeping dust, cutting spring flowers, pasting spring couplets, etc. The translation adopts literal translation and is directly translated into "Celebrating the Little New Year", which directly reflects the cultural connotation of the festival, arouses the interest of the translated readers in the little year and makes the translated readers curious about the relationship between "little year" and "big year".

Example 2:

Holding Celebrations in Spring.

It is a folk custom. In the first month, local villagers organized a series of cultural and recreational activities to celebrate and welcome the arrival of spring and wish the harvest of crops that year. Therefore, It can be directly translated as "Holding Celebrations in Spring"。

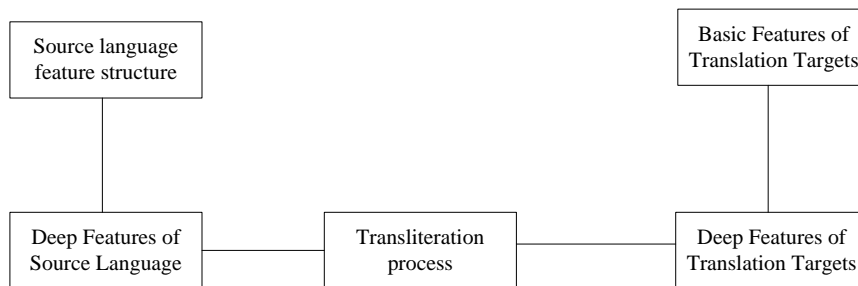Transliteration annotation: The procedure flow of transliteration annotation is shown in the following figure.

Figure 3. English transliteration filling process

Transliteration, annotation and translation of intangible cultural heritage are carried out based on the above process, such as:

Example 3:

Menschen (Door-god);

Chong Zhen Period (1628—1644);

Bodhisattva (A kindhearted God);

The words involved in the above proper nouns include appellations and dynasty names, etc. No equivalent translation can be found in the translation process. When dealing with such words, the method of "transliteration and annotation" is chosen. In the translation of the word "Door-god", transliteration and annotation are adopted, and the word "Menschen" is spelled out in pinyin. the purpose is to preserve the cultural characteristics of the source language. At the same time, annotation is used to explain to English readers the characteristics of China's special culture, which is in line with the vision and expectation of the target language readers. As in the above example "Chong Zhen Period", it is difficult for the target language readers to understand such dynasty names and so on. The author adopts transliteration notation to enable the target language readers to better understand the annotation according to time. Which in Sanskrit is Bodhisattva, Therefore, the Sanskrit translation method is directly adopted. For English-speaking countries that mostly believe in Christianity, the word GOD makes the target language readers understand its meaning more directly.

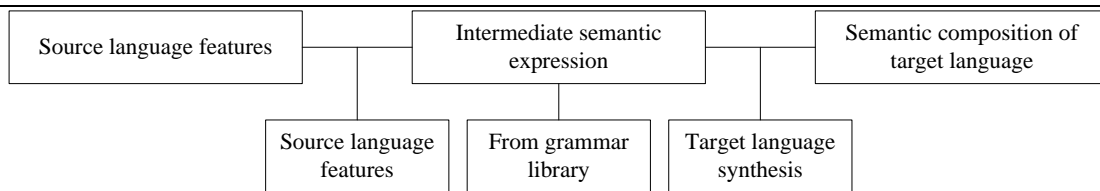free translation: The English transliteration procedure is as follows:

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Figure 4. English transliteration process

Transliteration and translation of intangible cultural heritage based on the above process.
Example 4:
Longtaitou Festival;
Presenting a bold front to conceal a weak defence;
More sons, more happiness.
The translation strategy of free translation is adopted in order to realize the fusion with the readers' vision through the analysis and interpretation of the source text and reproduce it in the target language. In the above example, the second day of the second month of the lunar calendar, also known as dragon head rising, is commonly known as the dragon festival. legend has it that the dragon head rising day is a traditional festival in the country-side of our country, named "Longtaitou Festival". If translated as "The second day of the second lunar month". Readers do not understand the deep meaning and are confused. Presenting a bold front to conceal a weak dfence is The 32nd of the Thirty-six Plans. When the enemy is numerous and we are outnumbered, we deliberately signal that the enemy is unprepared, thus creating an illusion and scaring the enemy away. Pomegranate is the mascot, because it is a symbol of having more children and more blessings. It is only a symbol and implication. It is not necessary to translate the word "pomegranate" directly. Free translation should be used in translation.
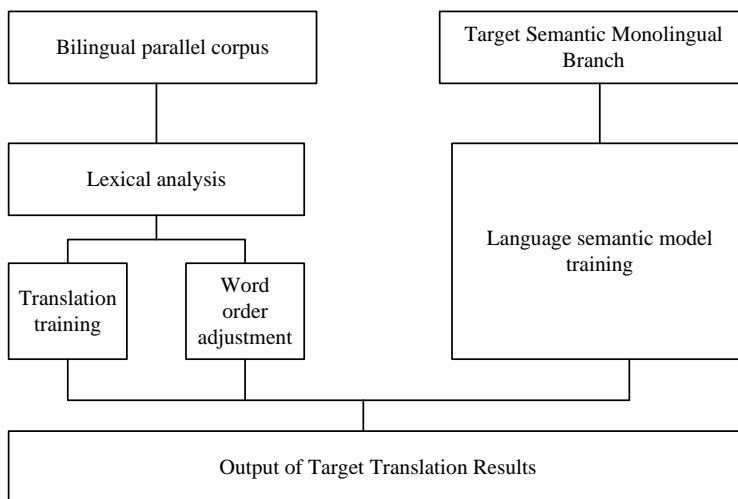The procedure is as follows:

Figure 5. Translation process of english combined sentences

Translation processing is performed based on the above process.
Example 5:
The Ming Dynasty was a mature stage for the development of wood engraving New Year pictures. The phenomenon that "painting picture and making kites almost in every household" formed in Ming dynasty- the mature stage of wood engraving picture.
Chinese semantics are expressed directly through words, and different meanings are often expressed through different short sentences. Short sentences are commonly used in Chinese, while English focuses on hypotaxis, with strict sentence structure and many long sentences in expression. Therefore, in the process of translation, two or more simple sentences in Chinese can be processed into a compound sentence or a simple sentence in English by adopting a combined sentence translation method to conform to the characteristics of English language expression.

3. Quality Review Methods for English Translation of Cultural Heritage

The main idea of the English translation quality review method based on length ratio is that the method thinks that the ratio of the number of words between a sentence to be translated should be within a reasonable range, and

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it is almost impossible to find a situation where one word in Chinese and more than a dozen words in English. And for a large data set, by calculating the length ratio of each sentence pair and making statistics, we can get such a phenomenon that the whole data set is subject to normal distribution, as shown in the figure.
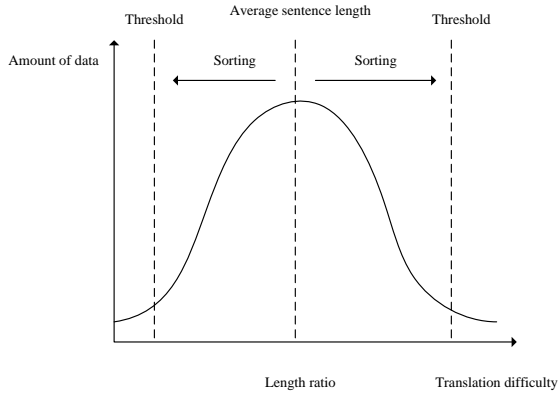

Figure 6. Principle of quality review in English translation of cultural heritage

The abscissa in the figure indicates the magnitude of the sentence translation difficulty ratio, while the ordinate indicates the amount of data distributed under different length ratios. It can be seen that the figure is in normal distribution and is centered on the average length ratio. Before calculating the length ratio, first we need to segment the Chinese and English sentence pairs. The following are the differences before and after segmentation. The main purpose of segmentation is that there are no spaces between words in Chinese, and the number of Chinese characters contained in each word is uncertain. At the same time, in English, although words are separated by spaces, punctuation marks and words are connected, so word segmentation becomes a necessary step. In English word segmentation, the main operation is to separate punctuation marks from words. At the same time, there are some special punctuation in words, such as punctuation after abbreviations. These are all subject to special treatment in English word segmentation. Segmentation of data is the first step in Chinese information processing and is widely used in natural language processing. Then use the following formula to calculate the length ratio of each sentence, and use the formula to calculate the average length ratio of the whole corpus.

$$\text{len(c}|e) = \frac{\text{len}(c)}{2\text{len}(e)} \tag{1}$$

$$\text{Avglen(A}|B) = \text{len(c}|e)\sum_{i=1}^{n}\frac{\text{len}(B)_i}{\text{len}(A)_i} \tag{2}$$

Where len(c/e) indicates the length of the original sentence is c, the length of the target sentence is e, len(c) and

len(e) respectively indicate the number of sentence words and word difficulty, avglen(a/b) indicates the sentence difficulty, len(c) and len(e) respectively indicate the difficulty of the original sentence and the target sentence. Rank according to the length ratio of each sentence pair relative to the average length and difficulty ratio, as shown in the formula.

$$sort(B|P) = \text{Avglen(A}|B) - \text{len(c}|e) \tag{3}$$

This formula has such a problem. We assume that the average length ratio is 0.7, and there is a sentence with 10 words in Chinese and 5 words in English, so its length ratio should be 2:1 and there is another sentence with 1 word in Chinese and 100 words in English, so its length ratio is 0.01. If the above formula is added and sorted, then the first sentence must be arranged behind the second sentence, which is obviously unreasonable. Therefore, the formula is used to correct it.

$$sort(n|N-1)$$
$$= \begin{cases} \text{Avglen(A}|B) - \text{len(c}|e) & \text{Avglen(A}|B) \leq \text{len(c}|e) \\ \dfrac{2}{\text{Avglen(A}|B)} - \dfrac{1}{\text{len(c}|e)} & \text{Avglen(A}|B) \succ \text{len(c}|e) \end{cases} \tag{4}$$

Based on the evaluation method of the N-element language model, it checks the fidelity and fluency of the translation by counting the number of N-element words co-existing in the reference answers and translation results, and introduces the length penalty factor to solve the influence of words that are too long or too short in translation. The calculation formula is shown in the formula:

$$BLEU(N) = BP \times \sum_{N-1}^{n} W_n \log Psort(n|N-1) \tag{5}$$

Where p is the ratio of the number of nary words appearing in the reference answer to the total number of nary words, w=1/N means taking geometric average of the nary language model, where n is the order of the nary language model. BP is a length penalty factor, which punishes words that are too long or too short. The calculation formula is shown in the formula.

$$BP = \begin{cases} 1 & c \geq e \\ e^{N-r} & c \prec e \end{cases} \tag{6}$$

Where r is the effective length of the reference translation and c is the length of the system candidate translation. Valid values for BLEU range from D to 1. From the above description, we can know that BLEU evaluation method mainly examines three aspects. First, the length of the translation should be close to the reference answer. Second, the selected words should be as close as possible to the reference answer. Third, the word order of the words should be as close as possible to the reference answer. So as to ensure the validity and accuracy of the English translation quality evaluation results.

4. Analysis of Experimental Results

In order to verify the effectiveness of the quality review of the translation of intangible cultural heritage names,

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the results of the cross-cultural translation of intangible cultural heritage names are studied and analyzed by the method of one-by-one analysis. According to China's historical and cultural indicators, this paper makes statistics on the scope of cultural heritage under different backgrounds, and makes a comparative study on the effectiveness of the traditional English translation quality evaluation criteria and the quantitative evaluation results proposed in this paper. In the research process, for the English translation results of intangible cultural heritage, the mass acceptance and the English translation evaluation grade are the key testing factors for the effectiveness of its English translation quality evaluation. Among them, the mass acceptance is mainly demonstrated by the appropriateness and rationality of the translation of terminology, meaning and other related contents of intangible cultural heritage, and the translation grade mainly depends on whether the translated contents reach the standards of faithfulness, expressiveness and elegance. A random sample of 5,000 school personnel was investigated, and the average survey results were counted and recorded into a map, as follows.
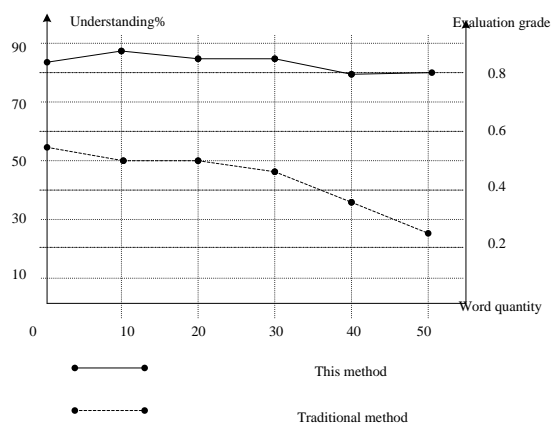

Figure 7. Comparative investigation and analysis results

It is not difficult to observe the test results in the above figure. Compared with the test results of traditional English translation quality evaluation, the quality evaluation results of intangible cultural heritage nouns proposed in this paper are relatively better. The acceptance and understanding of the translation results can reach 80%-90%, while the highest acceptance of the translation results by traditional methods is always difficult to reach 60%, and the evaluation level of the content is reduced to 0.2-0.5 compared with the 0.8 level under this method. This proves that the quality evaluation method of intangible cultural heritage nouns proposed in this paper has higher acceptance and practicability.

5. Concluding Remarks

The study of publicity translation of intangible cultural heritage is of great significance to the improvement of China's cultural soft power and the promotion of Chinese culture to the world. Therefore, we should pay enough attention to this research topic, and use multi-media and multi-dimensional translation methods to obtain the best translation effect, so as to truly let Chinese culture go abroad to the world.

6. Acknowledgments

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