Research on the C-E Translation of Network Hot Words from the Perspective of Eco-translatology

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Abstract—**In the context of the rapid development of network culture, Network hot words have seen significant proliferation in internet media, thereby becoming an increasingly prominent aspect of people's networked lives. Despite the numerous studies conducted within the domestic translation community on the C-E translation of Network hot words, research on the field of Eco-translatology remains limited. This paper employs an Eco-translatological framework to analyse the ecological environment of C-E translation of Network hot words from the dimensions of language, culture, and communication, so as to provide new research perspectives, facilitate more effective translation of Network hot words, and enhance cultural communication between Chinese and Western cultures.**

Keywords—**Eco-translatology, three dimensional transformation methods, network hot words**

I. INTRODUCTION

The advent of Internet technology and the concomitant proliferation of network culture have precipitated the development of network languages as a novel linguistic form. These languages have flourished in the Internet milieu, attaining a status that is increasingly recognised as a pivotal component of individuals' networked existence. Concurrently, a number of network idioms that incorporate Chinese characteristics are coming to the fore. This emergent linguistic variety, which is extensively utilised by netizens, predominantly reflecting the evolving social reality to some extent. Consequently, it has garnered considerable popularity within the virtual society, exerting an influence on the linguistic forms that prevail in the tangible world.

Eco-translational theory, proposed by Professor Hu Gengsheng of Tsinghua University, is a Chinese translation theory that emerged in early 2001. It presents a three-dimensional transformation perspective that comprehensively covers the translation manifestation in the dimensions of language, culture and communication, thereby providing a more effective approach to translation. This thesis is concerned with the C-E translation of Network hot words and is based on the theory of Eco-translatology. The three-dimensional transformation methods employed in this study are vital, as they involve translation strategies that are both useful and feasible.

II. LITERATURE REVIEW

A. Overview of the Eco-translatology Theory

In 2001, Professor Hu Gengshen of Tsinghua University proposed a translation theory known as Eco-translatology, which integrates ecological concepts with translation studies, offering a novel perspective on the field. The distinctive and localized nature of this theory is noteworthy, drawing significant influence from Chinese culture and traditions. The genesis of Eco-translatology can be traced back to the contemporary global context and the prevailing ecological thought and concerns that characterised it. It is noteworthy that the theoretical underpinnings of Eco-translatology are deeply rooted in ancient Chinese ecological wisdom, exemplified by concepts such as the harmony between man and nature, a people-oriented approach, and the Doctrine of the Mean. These concepts played a pivotal role in the development of Eco-translatology and continue to hold significant relevance in the present day.

The theory of Eco-translatology, is an interdisciplinary approach that integrates ecology and translation studies. This Chinese-specific theory reflects the contemporary focus on ecology, which has been a central concern since the 1960s, when human society began to transition to an ecological civilisation. This transition has been accompanied by China's growing commitment to environmental issues, leading to the emergence of the ecological dimension in social science, including Eco-translatology. This development mirrors current trends in academic thought [1]. Consequently, the theory of Eco-translatology aligns with these contemporary developments.

The development of Eco-translatology theory has been influenced by China's long-standing ecological beliefs, encompassing the concepts of "harmony of humanity and nature", "people-oriented" thinking, and the "Doctrine of the Mean", all of which underscore the significance of harmony between humans and the environment.The notion of harmony occupies a central position in Eco-translatology, as it aims to achieve a balance between translators and the ecological context of translation. The development of Eco-translatology has been inextricably linked to global ecological developments and the ecological concepts of ancient China, providing a robust foundation for future research in this domain.

The genesis of Eco-translatology can be traced back to the period from 2001 to 2004, which was marked by the lecture "From the Principle of Darwin's Adaptation and Selection to Translation Studies" delivered by Hu Gengshen in 2001. This lecture explored the viability of combining Darwin's evolutionary theory with translation studies and is widely regarded as a seminal moment in the development of Eco-translatology research. Subsequently, Prof. Hu delivered a comprehensive introduction to the process, principles, methods, and evaluation criteria of translation. This followed the publication of the book Translation Methodology as Adaptation and Selection.

The subsequent phase of development in the field of Eco-translatology, spanning from 2005 to 2009, witnessed the comprehensive and thorough integration of Eco-translatology.

In 2008, Professor Hu Gengshen authored a paper titled "Eco-translatology," which was subsequently published in the Journal of Chinese Translation. This paper explored the fundamental concepts, theoretical foundations, current state, issues, and future research directions of Eco-translatology. Furthermore, Hu Gengshen illustrated related concepts in several major journals, based on his investigation of "translation as adaptation and choice". Over time, Hu Gengshen introduced and provided a detailed account of terms such as "translator-centred", "three-dimensional transformation" and "doing things with translation".

Since 2009, the field of Eco-translatology has undergone significant development, with Prof. Hu Gengshen publishing Eco-translatology: Construction & Interpretation in 2013, a book which highlighted three core concepts in Eco-translatology: "translation as adaptation and selection", "translation as eco-balance" and "translation as textual transplants". This book provided a comprehensive and systematic introduction to the field [2]. Other scholars have also made some contributions to the study of Eco-translatology. Wang Ning, for instance, examined the deconstruction and reconstruction of translator subjectivity [3]. In 2021, Professor Hu and Luo Dijiang analysed The Problem Consciousness and Theoretical Consciousness of the Construction of Eco-translatology Discourses System, which clearly demonstrated the theoretical orientation and academic responsibility of Eco-translatology research [4].

To summarise, the origins of Eco-translatology can be traced back to the work of the Chinese scholar Hu Gengshen. The influence of his earlier writings on his subsequent contributions to the field is significant. It can be argued that Professor Hu can be credited as the pioneer of Eco-translatology. Over the past two decades, Eco-translatology has gained significant maturity, attracting researchers and scholars from home and abroad. Significant progress has been made in both theoretical and practical aspects. Despite this progress, the field still has much to explore.

B. Studies on the Eco-translatology Abroad

The international translation community has increasingly adopted ecological terminology in discussing about translation activities in recent years, which has been influenced by various scholars who have explored the relationship between translation and ecology.

From the perspective of the relevance between ecology and translation studies, Lance & Jacky has referred in Refining Translation: The Variational Approach that Geroge Steiner suggested a division of translation theory into universalist and relativist categories back in 1975, Furthermore, he drew a comparison between these categories and the two fundamental ways in which humans adapt to their environment, namely overall environmental adaptation and local environment adaption [5]. While Peter Newmark proposed that cultural intervention in the translation process encompasses five aspects, with the initial aspect utilizing the ecology of translation features and Rosanna Warren in The Art of Translation: Voices from the Field noted that the translation is a cognitive and survival mechanism, she also compared it to the transplantation of plants or animals between different environments. She emphasized the importance of adaptation in the process [6]. Besides, in the research of Andre Lefevere and Susan Bassnett, the concept of Cultural Turn gained popularity in 1990. The ideal of was commonly utilized to describe the translation context, making a comparison between ecology and the investigative approach of linguists in translation studies [7].

From the perspective of applying ecological principles in translation, Wofram Wilss in Knowledge and Skills in Translator Behavior stressed the importance of considering various environmental factors in translation, including the features of translation assignment, client requirements, translators and their ability to decision [8]. According to Katan's Translation Literature: Practice and Context, the translation environments comprised not only of linguistic factors but also non-linguistic factors, such as physical and political environments, climate, etc [9]. Additionally, Philipson Cronin in Book Review emphasized the importance of maintaining a healthy balance between languages during translation [10].

From the perspective of applying Eco-translatology, Qu Yao's paper A Study on Subtitle Translation from the Perspective of Eco-Translatology: A Case Study of Empresses in the Palace took the American version of Empresses in the Palace as an example and examined its subtitle translation from the perspective of Eco-Translatology. Through the analysis, the author concluded that the translation has generally overcome the language barrier and cultural differences well, but there are still some areas for improvement [11]. Tony Lee also used the three dimensions to analyze the mistranslation of tourism promotional materials in *Can Translation Evolve? Translation Errors of Chinese-to English Tourism Promotional Materials from Eco-Translatology Perspectives* [12]. Qinyu Gu selected some culture-loaded words toshow the translator's adaptation to the ecological environment of translation and his choice of the target text under the guidance of Eco-translatology. The adaptive transformation in linguistic, cultural and communicative dimensions was also analyzed [13]. To sum up, translation research has integrated numerous ecological principles into its body of theories and concepts, as previously mentioned, laying the foundation for Hu Gengshen, a Chinese scholar, to introduce the concept of Eco-translatology.

C. Studies on the Eco-translatology at Home

Eco-translatology was first put forward by a Chinese scholar Hu Gengshen in his book Theory of Translation Adaptation and Selection, who studied the translation from the ecological perspective and applies Darwin's concept of biological evolution. That is, the translation process is an interrelated entirety involving different cultures, social backgrounds, authors, readers and mandators.

From the perspective of researching on the theory of Eco-translatology, Prof. Hu drew inspiration from Darwin's adaptation and selection theory to from the Eco-translatology in his book named Theory of Translation Adaptation and Selection. He observed that the translators perform various operations such as adaptation, selection, retention, elimination, and others during the translation process. He offered a new outlook on the principles, essence, standards, process, and techniques of translation by introducing the concept of

adaptation and selection as a means of description and explanation. Additionally, he proposed a three- dimensional transformation approach for translation, which involved the language, cultural, and communicative dimensions [14].

At an international conference in 2006, Pro. Hu delivered a paper entitled Understanding Eco-translatology, showcasing the progression and incorporation of eco-translation studies within the global translation community. Furthermore, in 2009, his research paper on translation was published in Shanghai Translators, making him the first contributor to the newly opened column Eco-translatology studies. This year witnessed a substantial advancement of Eco-translatology studies in Chinese academic circles, indicating a rising acknowledgement and acceptance of this area of research.

In 2013, Hu Gengshen released the book Eco-translatology Constructionn & Interperatation, representing a culmination of all previous research efforts put into Eco-translatology. The book offered a more comprehensive and organized elucidation of Eco-translatology, pushing forward the theoretical construction of this domain and signifying a pivotal juncture in the progression of Eco-translatology research [15]. The publication of this book was released with the launch of the Journal of Eco-translatology as well as a series of International Symposiums on Eco- translatology, which has encouraged an increasing number of researchers to become involved in the study of Eco-translatology.

From the perspective of applying Eco-translatology, Hu Zhiyong chose English translation of Internet catchwords as the research object, the Eco-translatology of Professor Hu Gengshen as the theoretical framework, and the author aimed to provide a new field of vision for the study of Internet Cathwords [16]. Besides, Lu Xiaofang in her paper held that the three dimensional transformation methods has played a significant role in promoting Chinese culture toward the world [17]. Furthermore, Li Changjiang, Zhang Mingyue and Liu Jiehui pointed out that the translation process should uphold the principles of adaptation and selection and give a reasonable position for translators subject consciousness, as well as paying attention to the harmonious and unified development of the ecological environment of translation dominated by the translators [18].

From the practicability and core ideas of Eco-translatology, Zhao Wei put forward the paradigm concept of ecological translation theory, that is, the paradigm of translation theories refers to the Eco-translatology is ecological paradigm and research field, while the ecological rationality in ecological translation theories refers that in the study of translation ecological system, we should consider translation community as a whole [19]. Xie Zhihui pointed out that translator-centered is an important view of ecological translation theory [20]. In the process of translation, in order to adapt to the ecological environment of translation, the translator needs to make active selection to the translated texts, and their selection and adaptability both reflect the subjectivity of the translators. However, the subjectivity of translators is not absolute, which will be restricted by other factors in the translation ecosystem. The manifestation and restriction of translators subjectivity are aimed at the balance and harmony of ecological environment of translation. The author's study on translators subjectivity deepen people's understanding and cognition to Eco-translatology.

III. C-E Translation Study of Network Hot Words Based on Eco-translatology

According to Eco-translatology, the process of translation is that translators can make multi-dimensional and adaptive transformation in a translational eco-environment, thus we should fully consider various dimensions, such as linguistic dimension, cultural dimension and communicative dimension and do our best to achieve the adaptive selection of C-E translation of Network hot words.

A. Linguistic Dimension

The term "linguistic dimension transformation" refers to the adaptable selection of language forms by the translator while the text is being translated. There is a significant gap between how Chinese and English express themselves linguistically; hence, to accomplish the adaptive selection and transformation, translators should play a subjectivist role in the linguistic dimension that exists. The following translation strategies are commonly used in translation.

1) Literal translation

Literal translation is a translation strategy that retains both the meaning and style of the original text. However, this does not necessitate that translators must conduct word-for-word translation. Instead, they are at liberty to make minor adjustments and modifications if required, thus rendering the text more accessible and acceptable to readers of the target language. In essence, for translators, literal translation constitutes a fundamental translation skill that is extensively employed throughout the translation process.

It is estimated that approximately 70 percent of sentences are translated in this manner, and if the source and target languages can produce the same or similar meaning and contextual effect by using identical expressions, literal translation can be adopted.

"地摊经济" refers to an economic form that has emerged in recent years, becoming a source of income for people involved in setting up stalls. As one of the most primitive commercial activities, this new economic form has propelled the market by virtue of unique advantages. The terms "peddler economy" and "street-stall economy" have been employed in relation to the concept of the hot word. The latter is considered to be more efficacious than the former in its ability to facilitate rapid conceptualisation of the business model by readers. Furthermore, it is asserted that the content of the street-stall economy is commensurate with the original, thereby ensuring the preservation of Chinese characteristics and facilitating enhanced comprehension for foreign readers.

"脆皮大学生" is also a popular Internet buzzword on social media, and the original meaning of "脆" refers to the game characters who have low capacity to defend themselves and weak health points, easily killed by opponents. However, this word has been used by college students currently to depict their low immunity and vulnerable state when invaded by diseases. A literal translation of the term reveals the potential for combining the words "crisp" and "university students" to form the compound "crisp university students".

2) Free translation

Free translation is another basic strategy in translation, which more focuses on the naturalness of target language, while not retaining the complete wording of source language.

This measure should maintain the content and spirit of the original text in the process of sacrificing the style of the original text, so that Western readers can easily grasp the key information of the translated texts. The occurrence of numerous Network hot words are based on certain cultural background. Thus, they own vivid image characteristics and rich associative meaning. On this condition, translators should change the traditional ways of expressions and pay more attention to conveying external meaning.

The term "打 工 人" is typically employed to denote a group of individuals who inhabit high-pressure work environments while maintaining an optimist outlook on life. This novel form of expression employs a burlesque approach to articulate the sentiments of office workers regarding their professional anxieties. When translated literally, the term "打工人" risks obscuring its underlying implications. Consequently, translators must exercise discernment to elucidate its profound connotations during the translation process. The term "corporate slave" is a more accurate translation, which helps foreign readers to understand its deeper meaning. To help readers of the target language understand and feel the same way as readers in China, translators can make additional supplements and translate it into "One with heavy work still remain positive".

"夺笋啊", a colloquialism prevalent among Northern Chinese populations, bears an phonetic resemblance to the term "damaged", and as such, can be rendered as "tart and mean" or "bitterly sarcastic". Nevertheless, if this word can be handled in metaphrase, it can be translated into "bamboo shoots", causing great confusion and misunderstanding for Western readers due to its implicit implication.

3) Semantic regeneration

Semantic regernation is also called compound translation method that is based on the original meaning of certain words to create new words. English words have word-formation features with roots and affixes, thus numerous Network hot words are created by netizen by virtue of spelling rules.

The term "偷菜" is a popular online game that translates into "stealing vegetables". However, if we approach it from the perspective of semantic regeneration, the practice of stealing vegetables can be translated into "vegesteal", which not only maintains its original meaning but also creates a novel word. Furthermore, "秒 杀" is a fashionable Internet hot word, referring to a novel way of online action and a phenomenon that prompts many buyers to rush to purchase goods when sellers release low-price products. This word can be translated into "seckilling", a combination of "second" and "killing". In conclusion, semantic regeneration has the capacity to engender numerous new expressions that are concise and lucid, thereby enriching the English lexicon and enhancing Chinese cultural influence.

B. Cultural Dimension

As we all know, the most difficult part in translation is how to achieve the transmission and elucidation of cultural implications between two different languages, so in the process of translating Network hot words, the diverse cultural systems that source language and target language belong to should be paid close attention, other than achieving adaptive transformation in linguistic aspect. In terms of cultural discrepancy, we should show respect for that and spare no effort to realize moderate cultural transformation, casting off the disturbance and negative transfer of source language and avoiding cultural conflicts led by mistranslating cultural information.

1) Transliteration

The Wall Street Journal employed transliteration to depict Chinese Dama (Chinese: "dama") as individuals who capitalise on the depressed value of the gold market. The groups identified by dama are predominantly composed of middle-aged and elderly women who exude abundant energy and unparalleled enthusiasm. However, these individuals frequently exhibit impulsivity and a tendency to follow blindly, leveraging low-price gold while possessing a certain degree of economic stability but lacking sufficient judgment. The term "dama" is often translated as "aunt" or "grandma", but this does not fully capture its nuance. Another notable example of transliteration is "抓马", a popular internet slang term that is often translated as "drama". While the original meaning of "drama" is drama or script, in the context of internet slang, it typically refers to unexpected or confusing events.

2) Annotation

Annotation is also a translation method to cope with cultural conflicts by translators, which refers to any additional information added to a text or image to provide further context, clarification, or explanation.

A classic example of this translation method is "凤凰男", which can be translated directly into a self-made man, which refers to those men who come from poor backgrounds, work hard to get into college, and stay in the city to work and live after graduation. The cruelty and hardships of life have left a deep imprint on their souls, which makes them generally have the spirit of hardship and hard work and the ruthlessness of hard work that people with good family backgrounds do not have, which has brought them career development. This term originates from an ancient Chinese idiom, "A phoenix soars out of a chicken coop", this comprehensive explanation serves to not only elucidate the true essence of the term but also to mitigate any perceived cultural peculiarities for Western readers.

"逆行者", a key concept in the original text, has been identified as a significant Network hot word in 2020. The translated version by the authority, is "Heroes in harm's way", a term used to denote individuals and groups who have made substantial contributions to the efforts to combat the pandemic. This group includes front-line medical workers, PLA personnel, community workers, and grass-level officials. These individuals displayed remarkable persistence, bravery, self-sacrifice, and a profound sense of mission to save humanity in the face of extreme adversity. It is crucial to incorporate these nuances during the process of translation to ensure the accuracy and comprehensibility of the message. In the absence of annotation, it is implausible to assume that Western readers will be able to establish the intended meaning in relation to Chinese realistic conditions. It is therefore imperative to employ annotation as a means of promoting cultural exchanges and understanding [21].

C. Communicative Dimension

As to communicative dimension, translators should take the communicative intentions of source language and target language into consideration and carry out adaptive and selective conversion accordingly. Network hot words are extremely active, and they tend to own special meanings in specific periods, generating certain influence on the society. Therefore, in the process of translating this kind of words, translators should comprehensively consider the adaptation of communicative level, apart from achieving the affective transmission of language information and cultural implications of the original texts. In particular, translators should also pay attention to whether the communicative intentions of the original texts can be accomplished or not, making great efforts to aid readers to understand the implication of the original text clearly and read the popular elements of the text timely.

1) Zero translation

Zero translation can be used in adhering to communicative dimension, which refers to a translation act that translates the words of source language, instead of using ready-made words of target language. There are plenty of exotic vocabularies in English. Besides, its capability of absorbing foreign words in other languages has great potential and the majority of people are willing to accept new words and expressions, which is not only easy for Chinese people to understand, but enriches English vocabulary. Thus, zero translation is worth of promotion, in that it can enhance the exchanges of Network hot words.

It is evident that a significant proportion of English words are formed through the addition of prefixes, suffixes and inflection. An illustration of this is provided by the novel Chinese word "给力", which can be translated as "gelivable". This word is likely to take advantage of a prefix and be combined with Chinese phonetic alphabets. In this manner, target readers are provided with certain clues to speculate and contemplate the meaning of the word, facilitating its more facile acceptance in the English context.

"不作就不会死", another popular Chinese word, can be translated as "no zuo, no die", which is analogous to the English expression "no pain, no gain". However, it should be noted that the meanings of "zuo" and "作" are not synonymous. Indeed, the former can merely represent part of the senses of a dictionary entry of "作". The meaning of this word can only be expressed in proper contexts so as to achieve communication and understanding.

In the context of translating Network hot words, the direct utilisation of the form of "no zuo no die" can facilitate the accurate conveyance of their meaning in the source language, thereby ensuring effective communication. This approach can yield a harmonious effect that not only enhances the communication of language but also fosters cultural exchange between different linguistic communities.

D. The Connectivity among the Three Dimensions

In order to achieve a superior translation, it is imperative for the translator to adhere to three-dimensional transformation methods. It should be noted that these dimensions are not distinctly separate, and each dimension is interdependent with the others during the translation process. Consequently, the selection of the translator is inextricably linked to the translation process. Translation can be defined as the transformation of language, and language, in its capacity as a medium for communication, serves as a reflection of different cultures. This underscores the necessity for cultural factors to be incorporated into the transformation of language. The increasing frequency of cross-border communication, precipitated by advancements in society, has led to a mounting demand for effective communication across different languages and cultures. Consequently, translation emerges as a pivotal element in this process. In light of these considerations, it is imperative to recognize communication as a crucial component in the process of language conversion.

The relationship among language, culture, and communication is closely interrelated and constitutes the basic content of translation activities. Translation methods based on the three-dimensional transformation can belong to different dimensions. For example, transliteration can be categorized into the cultural or communicative dimension. In conclusion, the three-dimensional transformation methods proposed by Eco-translatology mean that the translator should regard the language, culture, and communication as a whole and make an adaptive transformation.

IV. Conclusion

In this paper, the author employs the theory of Eco-translatology to analyse the C-E translation of Network hot words. By utilising the framework of the three-dimensional transformation methods, the author identifies suitable translation methods for Network hot words translation.

The study establishes the interconnected nature of the three-dimensional transformation methods, emphasising the necessity for translators to consider language, culture and communication when selecting translation methods that align with the ecological environment to enhance translation quality.

The study also promotes the development of ecological translation studies and provides necessary conditions for cross-cultural communication. It also serves as a preliminary investigation, aiming to provide insights for future research on C-E translation of Network hot words using Eco-translatology as the foundation, which can contribute to the high-level C-E translation of Network hot words and cultural exchanges and fusion.

Conflict of Interest

The author declares no conflict of interest.

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