

STRATEGIES FOR TRANSLATING VIETNAMESE CULTURE-SPECIFIC ITEMS IN TOURIST MATERIALS INTO ENGLISH

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Abstract: The objectives of this study are to provide fundamental background knowledge for those who are in favor of translation of culture-specific items in tourist materials and encourage more researchers to investigate further into related studies as well. To be more specific, it focuses on two sub-projects. The first one is to examine how professional translators rendered Vietnamese culture-specific items in tourist materials into English. The second one is to find out which strategies should be used when translating Vietnamese culture-specific items in tourist materials. The objects of the study are 200 culture-specific items found in tourist materials. Utilizing the framework of translation procedures suggested by Newmark, the findings show that 3 major strategies (single translation procedures, couplets and triplets) were used in translating these proper names and common expressions. Among those three strategies, couplets are preferable when it comes to translating culture-specific items. To be exact, the strategy Translation using Transference & Synonymy is most used by translators when rendering Vietnamese destinations into English.

Key words: Culture-specific items, tourist materials, translation procedures, strategies

1. Introduction

1.1. Rationale of the study

In today's interconnected world, translation plays a pivotal role in the integration of all nations. There has been, however, a longstanding misconception that translation deals only with language. It was not until recently that the cultural influence on translation drew much attention from researchers. Ever since, this topic has been a matter of concern that bothers linguists a great deal. Therefore, this study is conducted to explore deep into the cultural aspect of translation. To be more specific, it aims at providing thorough insights into the nature of culture-specific items (CSIs) as well as the problems that they might cause to translators. Now that cultural perspective has been brought into consideration, translators have to bridge the linguistic gap while, at the same time, transferring cultural values to target readers through their work.

Therefore, this paper aims at figuring out how professional translators rendered Vietnamese culture-specific items in tourist materials into English, and subsequently suggesting some translation strategies for translating Vietnamese culture-specific items in tourist materials. To reach these aims, this study examines culture-specific items and their treatment in online articles posted on the website of Ministry of Culture, Sports & Tourism's National Administration of Tourism (a prestigious and reliable website of Vietnamese government). In other words, these two questions will be answered:

1. What were the strategies used to translate Vietnamese tourist materials into English?

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2. How were these strategies used during the process of translating Vietnamese tourist materials into English?

1.2. Translation of culture-specific items

1.2.1. Relation between translation and culture

For many years, a large amount of research has been conducted into the field of translation. It goes without saying that there have been various definitions of translation depending on the perspective of theorists. According to Catford (1965), translation may be defined as “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)” (p. 20). Bell (1991), to some extent, also agrees with Catford by stating that “the replacement of a representation of a text in one language by a representation of an equivalent text in a second language” (p. 20). With reference to these two definitions, people may misconceive that translation is a mere converting process that only involves translator’s linguistic competence.

However, there are other theorists disagreeing with these aforementioned ideas. Nida (1984) defines translation as a process “consists of reproducing in the receptor language the closest natural equivalent to the message of the source language, first in meaning and second in style” (p. 83). As culture is defined by Larson (1984) as “a complex of beliefs, attitudes, values, and rules which a group of people share” (p. 431), producing “the closest natural equivalent” in the target language, in other words, means that translation is somehow affected by the cultural differences. Therefore, translation means more than just solely translating word by word; it also involves transferring culture, which requires translators to be not only competent in linguistics, but also familiar with both the source and the target cultures.

1.2.2 Culture-specific items

As it has been accepted that translation is closely related to culture, Newmark (1988) believes that “there will be a translation problem unless there is cultural overlap between the source and the target language (and its readership)” (p. 94). Sharing this idea, Larson (1984) states that:

When the cultures are similar, there is less difficulty in translating. This is because both languages will probably have terms that are more or less equivalent for the various aspects of the culture. When the cultures are very different, it is often difficult to find equivalent lexical items. (p. 95-96)

Newmark (1988) believes that “the more specific a language becomes for natural phenomena (e.g., flora and fauna), the more it becomes embedded in cultural features, and therefore creates translation problems” (p. 95). He also introduces “cultural words” which the readership is unlikely to understand (Newmark, 1988, p. 119). While Baker (1992) calls these words “culture-specific items” (p. 21), Nord (1997) refers to these words as “culturemes” defined as “a cultural phenomenon that is present in culture X but not present (in the same way) in culture Y” (p. 34). Adapting Nida, Newmark (1988, p. 95) then divides “cultural words” into five categories:

- (1) Ecology: flora, fauna, winds, plains, hills.
- (2) Material culture (artefacts): food, clothes, houses and towns, transport
- (3) Social culture - work and leisure.
- (4) Organizations, customs, activities, procedures, concepts (political and administrative, religious, artistic).
- (5) Gestures and habits.

1.3. Strategies for translating culture-specific items in tourist materials

Many studies have shown that in the process of translating tourist materials, translators may apply various strategies to assure the quality of their work. In “A Textbook of Translation”, Peter Newmark clarifies literal translation into 8 different methods. However, since Newmark (1988) said, “while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.” (p. 8), we will explore other translation procedures as follows. According to Newmark (1988, p. 81), “there are other translating procedures whose use always depends on a variety of contextual factors” when it comes to CSIs such as those in tourist materials:

Table 1. Newmark’s set of translation procedures

	Strategy	Comment
1	Transference	The process of transferring a source language (SL) word to a target language (TL) text as a translation procedure. (p. 81)
2	Naturalization	It succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL. (p. 82)
3	Cultural equivalent	An approximate translation where a SL cultural word is translated by a TL cultural word. (p. 82)
4	Functional equivalent	The use of a culture-free word, sometimes with a new specific term; it therefore neutralizes or generalizes the SL word. (p. 83)
5	Descriptive equivalent	The translator uses some descriptions to clarify the meaning for his audience. (p. 84)
6	Synonymy	A near TL equivalent to an SL word in a context, where a precise equivalent may or may not exist. (p. 84)
7	Through-translation	It is the literal translation of common collocations, names of organizations and components of compounds.(p. 84)
8	Shifts or transpositions	A change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word. (p. 84 – p. 88)
9	Modulation	It occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective. (p. 88)
10	Recognized translation	It occurs when the translator normally uses the official or the generally accepted translation of any institutional term. (p. 89)
11	Translation label	This is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn. (p. 90)
12	Compensation	It occurs when loss of meaning in one part of a sentence is compensated in another part. (p. 90)

13	Componential analysis	Comparing a SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components. (p. 114)
14	Reduction and expansion	Expansion refers to the case where the translator exceeds the number of words of the source text. In reduction procedure, the translator is more likely to reduce the number of elements that form the source text. (p. 90)
15	Paraphrase	An amplification or explanation of the meaning of a segment of the text. (p. 90)
16	Couplets, Triplets, and Quadruplets	It occurs when the translator combines two or more than two different procedures for dealing with a single problem (p. 91)
17	Notes, Additions, Glosses	Additional information in a translation. (p. 91)

As theorists suggest different translation strategies according to their own perspectives and approaches, one set of translation procedures can be appropriate in this situation but improper in another circumstance. When it comes to translating CSIs in tourist materials, however, it seems that Newmark (1988) suggests the most applicable set of procedures. That's the reason why his classification is chosen as the framework to analyze the translation strategies used in tourist materials.

Since Peter Newmark (1988) argued that “there are about fourteen procedures within a certain range of probability which are useful to the translator” (p. 91), however, only 11 out of 17 translation strategies will be employed to examine the translation of CSIs in tourist materials in this study. They include transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shifts, paraphrase, notes and couplets & triplets.

The excluded ones are modulation, reduction & expansion, recognized translation, translation label, compensation and componential analysis (CA). There are reasons for the exclusion of these procedures. First of all, Newmark (1988) shared his view that “the general concept about modulation given by Vinay and Darbelnet is not useful as it stands.” (p. 88) Secondly, when employing the strategy reduction and expansion, the translator is more likely to alter the number of elements that form the source text, which affects the translation of CSIs. Thirdly, as tourist materials rarely have anything to do with institutional terms, recognized translation is seldomly used. Fourthly, the data for this study is collected from articles posted on a yearly-updated website, which means these articles have to undergo many revisions and thus contain no translation label or provisional translation. Fifthly, since the ultimate aim of tourist materials is mainly to give information, they rarely contain any metaphorical or pragmatic effect, which means compensation is of little use in the translation of CSIs in tourist materials. Finally, as Newmark (1988) has stated, many people regard CA as “no more than common sense”, for “in its fight against under-translation (use of synonymy) it will tend to over-translate. In its striving for accuracy, it will tend to sacrifice economy and therefore the pragmatic impact, which may well be sold short” (p. 124). Meanwhile, as couplets and triplets combine two and three of the single translation procedures respectively, they will be considered as two out of three major strategies (along with single translation procedure). In other words, this study will explore further into the different combinations of each couplets, triplets along with single translation procedures.

In the meantime, in the book *The Translator's Invisibility* (1995), Lawrence Venuti first introduced the notion of domestication and foreignization in the field of translation. Later, in his 1998 book *The Scandals of Translation: Towards an Ethics of Difference*, Venuti states that "Domestication and foreignization deal with the question of how much a translation assimilates a foreign text to the translating language and culture, and how much it rather signals the differences of that text" (p. 148). In fact, in the translation of tourist materials, both domestication and foreignization have their own merits and demerits (Sanning, 2010). He has argued that domestication can actually enhance the readers' understanding of the rendered texts, but the cultural features of the source text could be reduced or erased. Therefore, a domestication strategy is considered as inappropriate in the translation of tourist materials. Foreignization, on the other hand, can maintain the cultural factors of the ST, but it is too deep and peculiar for the TL readers to understand (Sanning, 2010). Consequently, the procedures in the translation of CSIs in tourist materials suggested by Newmark will be classified into two groups with reference to domestication and foreignization as follows:

Table 2. Newmark's taxonomies of procedures related to domestication and foreignization strategies

Domestication	Foreignization
Synonymy	Transference
Cultural Equivalence	Through-translation
Functional Equivalence	Recognized translation
Descriptive Equivalence	Compensation
Shifts	Note
Modulation	
Naturalization	
Paraphrase	
Component analysis	
Reduction and expansion	

(Rezaei & Kuhi, 2014)

2. Materials and methods

2.1. Data collection

The data for this study is collected from the online website of Vietnam's National Administration of Tourism (<http://www.vietnamtourism.com/#event-list5>). On the one hand, researchers encounter some difficulties in selecting the data due to the substantial number of tourist materials about attractions around Vietnam. On the other hand, the researchers believe that tourist materials about destinations situated in the city of Hue are more likely to contain CSIs for it was once the capital city of Nguyen dynasty. Therefore, the objects of this study include 200 Vietnamese culture-specific items translated into English in articles which provide information about destinations located in the city of Hue on the aforementioned website.

After browsing for data on the internet, all the CSIs are jotted down onto a note. Then, these words/phrases are meticulously selected to avoid overlapping names. Finally, the remaining ones are put into a table with two columns in which the left one contains Vietnamese words/phrases and the other consists of their translations into English, which will become the data for this research.

2.2. Data analysis

In order to figure out how translators rendered these Vietnamese words/phrases into English as well as to specify the strategies used during the translation process, the research is conducted based primarily on a combination of qualitative and quantitative approaches.

Each of the collected words/phrases translated using the same strategy is distributed into groups. All groups are analyzed to see how professional translators applied the strategy into specific circumstances. These words/phrases are displayed in tables, each of which includes two columns, one for the Vietnamese original words/phrases and the other for their translation into English. There will also be some tables with an additional column giving the back-translation for contrasting purposes. After the way translators rendered Vietnamese CSIs in tourist materials into English are explored, tables will be used to create statistics and subsequently generate figures. The number of tokens as well as the frequency of each strategy will also be calculated, which in the end lays the very foundation for establishing charts recommending several major strategies for translating Vietnamese CSIs in tourist materials into English.

3. Results and discussions

3.1. Frequency of translation strategies

After the collected data is analyzed with reference to the framework of translation strategies suggested by Newmark, 54 out of 200 Vietnamese CSIs are translated into English using 9 different single translation procedures. The number of tokens and the percentage of each procedure are shown in the table below:

Table 3. Frequency of single translation procedures

Translation Procedure	Tokens	Percentage
Synonymy	24	43.7%
Transference	13	23.7%
Descriptive equivalent	6	10.9%
Functional equivalent	5	9.1%
Naturalization	2	3.6%
Through-translation	2	3.6%
Cultural equivalent	1	1.8%
Paraphrase	1	1.8%
Shifts	1	1.8%
Single translation procedure	55	100%

Similarly, 131 out of 200 Vietnamese CSIs are rendered into English using 4 different couplets. The number of tokens and the percentage of each couplet are shown in the table below:

Table 4. Frequency of couplets

Translation Procedure	Tokens	Percentage
Transference + Synonymy	90	69.2%
Transference + Note	31	23.8%
Transference + Functional Equivalent	7	5.4%
Shifts + Synonymy	2	1.6%
Couplets	130	100%

(Source: researchers)

Finally, only 15 out of 200 Vietnamese CSIs are translated into English using 3 different triplets. The number of tokens and the percentage of each couplet are shown in the table below:

Table 5. Frequency of triplets

Translation Procedure	Tokens	Percentage
Transference + Synonymy + Note	8	53.3%
Transference + Synonymy + Shifts	5	33.3%
Transference + Functional Equivalence + Note	2	13.4%
Triplets	15	100%

(Source: researchers)

Altogether, the number of tokens and the frequency of three major strategies using to translate Vietnamese CSIs into English are shown in the table below:

Table 6. Frequency of three major translation strategies

Translation Procedure	Tokens	Percentage
Single translation procedures	55	27.5%
Couplets	130	65%
Triplets	15	7.5%
	200	100%

(Source: researchers)

Conducting further investigation into 3 major strategies used to translate CSIs in tourist materials, 16 different combinations of strategies are found in the collected data. See the chart below:

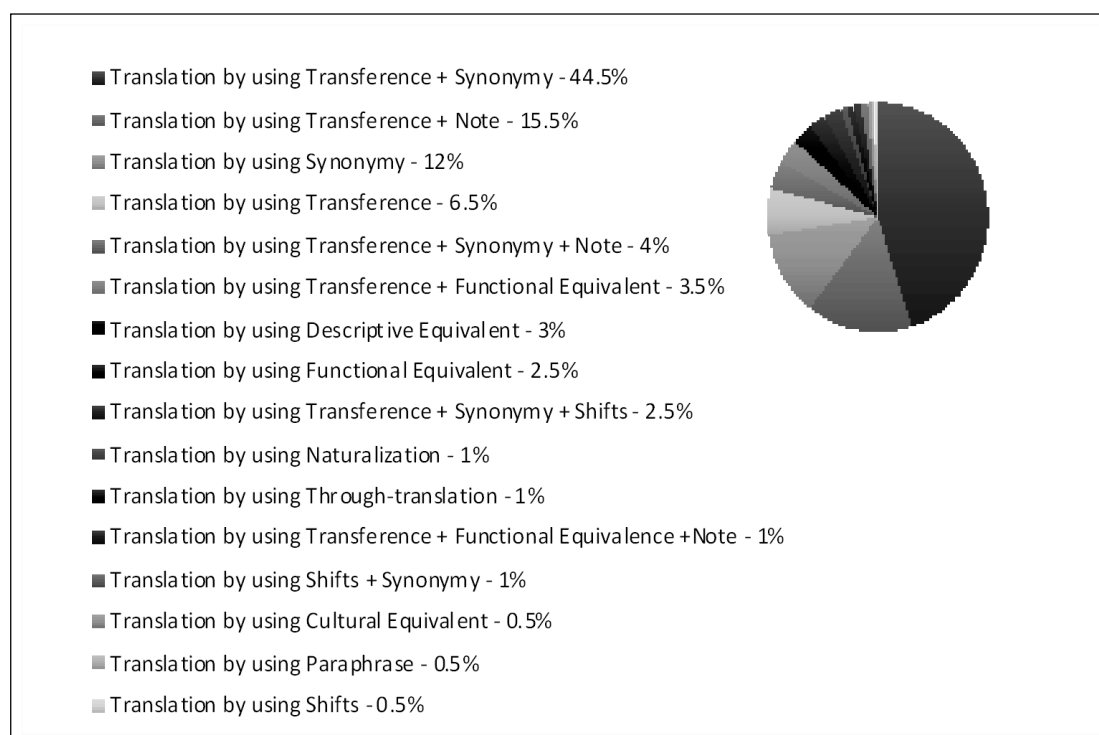


Chart 1. Percentage of strategies

3.2. Discussions

3.2.1. Single translation procedure

Strategy	Source text (Vietnamese)	Target text (English)
Synonymy	<p>Hoàng Thành có 4 cửa được bố trí ở 4 mặt, trong đó cửa chính (ở phía Nam) là Ngọ Môn</p> <p>Tử Cẩm Thành: là vòng thành nằm trong Hoàng Thành ngay sau lưng Điện Thái Hoà. Tử Cẩm Thành dành riêng cho vua và gia đình vua.</p>	<p>Imperial city has 4 gates in 4 directions, one of which is called the South Gate.</p> <p>Forbidden Purple City: Located inside the Imperial City, behind the Throne Palace, the Forbidden Purple City is reserved for Emperor and his family.</p>

This strategy is used for a SL word where there is no clear one-to-one equivalent in the TL. This is one of the second most popular strategies for dealing with names of tourist destinations. In this procedure, translators can express wholly (or partly) the meaning of the SL word by using a near TL equivalent. However, when looking at the first example, “South gate” is translated back into Vietnamese as “Cổng phía nam”. It is clearly that the implication of the Sino-Vietnamese phrase “Ngọ Môn” is not expressed through the phrase “South gate”. Target readers may imagine that the name of this gate is simply associated with its direction. The phrase, in fact, means a lot more than that. Regarding literal meaning, the word “Ngọ” is actually equivalent to the English word “South”. When it comes to geomancy art, however, the direction “South” of the word “Ngọ” is used only for Emperors, which means “facing the light to hear people and rule the country with clear-sightedness. In the second example, TL readers may be wondering the effect of the word “Purple”. This really dates back to the myth in the ancient times about “thiên tử” or “king” in Eastern culture. According to the myth, the dwelling place of god is called “tử vi cung”/ “tử cung” (“Purple Palace”). Kings, regarded as “sons of the god”, also expect to stay in the same place as “their fathers” do. As a result, the word “Tử” is not equivalent to its usual sense “Death”, but to the sense “Purple”. Therefore, this strategy tends to efface some cultural factors of the source text.

Strategy	Source text (Vietnamese)	Target text (English)
Transference	<p>Dòng sông chậm chậm lướt qua các làng mạc xanh tươi, rợp bóng cây của Kim Long, Nguyệt Biều, Vĩ Dạ, Đông Ba, Gia Hội, Chợ Dinh, Nam Phổ, Bao Vinh, quện theo mùi thơm của các loài hoa xứ Huế.</p>	<p>The river runs slowly through the verdant and shady villages of Kim Long, Nguyet Bieu, Vy Da, Dong Ba, Gia Hoi, Dinh market, Nam Pho, Bao Vinh, mingling with the odors of flowers of Hue.</p>

This strategy is mainly used by translators when dealing with the proper names of destinations in tourist materials. These are “transferred” into English, preserving the number of characters. As these names have no meaning, there is no need to translate them. In fact, during their work, translators can even remove some tone marks because Vietnamese tone mark system in the SL may be peculiar with the TL readers. Therefore, for the most part, tone marks are omitted in order to avoid causing TL audience to confuse. Nevertheless, this strategy still preserves the cultural factors of the source text.

Strategy	Source text (Vietnamese)	Target text (English)
Descriptive equivalent	Kể đó là một cửa tam quan ba tầng cũng xây mái giả và trang trí hình ảnh hoa lá bằng cách đắp nổi sành sứ...	Next, is another three-layer triple gate , also with a false roof, and decorated with designs enhanced with ceramic chips.

This strategy is used by adding some descriptions to clarify the meaning for his audience. In this example, describing the feature of the phrase “cửa tam quan ba tầng” into “three-layer triple gate” is a common way to help the TL readers envisage what it refers to. In fact, this strategy is often exploited when the translators have to simplify it so that the TL audiences can perceive it without any difficulties.

Strategy	Source text (Vietnamese)	Target text (English)
Functional equivalent	Huế từ xa xưa đã được các chúa Nguyễn chọn làm thủ phủ của xứ " Đàng Trong " và chính thức trở thành kinh đô dưới triều Tây Sơn.	Hue has chosen to be the capital city of the Southern Kingdom by all Lords Nguyen and officially became the capital under Tay Son Dynasty.

In this example, “Đàng trong” is translated into “Southern Kingdom” which means “the kingdom to the south of Vietnam”. The SL phrase is related to a period of Vietnamese history, which is strange and unknown to the TL readers. Thus, it is understandable if the translator decides to use culture-free words “Southern” and “Kingdom” to help the TL audience to get the very first impression of “Đàng trong” by showing its geographical location. Needless to say, the cultural features of the source text are effaced.

Strategy	Source text (Vietnamese)	Target text (English)
Naturalization	Hai góc sân có hai con Kỳ Lân bằng đồng thiếp vàng để trong lòng gương bằng gỗ sơn vàng.	At both corners of the court stand two bronze Kylins .

In this example, “Kỳ lân” is a term related to Eastern cultures as in China and Vietnam, thus it is quite strange to people from English-speaking countries. In order to enable the readers to understand the phrase, the translator succeeds transference and adapts the SL word which first to the normal pronunciation, then to the normal morphology of the TL. By doing so, readers can easily recognize the term. However, the translator seems to omit the phrase “để trong lòng gương bằng gỗ sơn vàng”. Were the phrase rendered into “At both corners of the court stand two bronze Kylins glassed with golden wood outside”, it would be easier for the readers to imagine. The collected data, however, is found on many other articles, hence the translated version may be acceptable when being used in tourist materials (the ultimate goal of these is to attract many tourists to the country to experience all by themselves; therefore, there is no need to describe in a detailed way). This strategy, undoubtedly, cause the cultural factors in the source text to be lost.

Strategy	Source text (Vietnamese)	Target text (English)
Through-translation	UNESCO Trung tâm Bảo tồn di tích Cố đô Huế	UNESCO Hue Monuments Conservation Centre

This strategy is used to deal with the literal translation of common collocations, names of organizations and components of compounds. These examples above follow exactly Newmark’s definition.

Strategy	Source text (Vietnamese)	Target text (English)
Cultural equivalent	... liên quan đến 3 loại hình nghệ thuật tiêu biểu được biểu diễn trong nhà hát, có thể kể đến như: Nhã nhạc cung đình Huế, múa cung đình và tuồng relating to 3 typical art forms performed in the theatre, namely: Vietnamese court music, court dance and royal classic opera .

This strategy is rarely used by translators as it requires them to master not only the language but also the cultural aspects of both the SL and TL. Looking at the example, “Tuồng” is a kind of Vietnamese traditional music which is unfamiliar with TL audience. Therefore, when translated into English, the translators choose to describe it using a TL phrase which does not have the same propositional meaning but is likely to have a similar impact on the TL readers. However, when translating back into Vietnamese, the phrase “nhạc opera cổ điển cung đình” sounds ridiculous and peculiar, which means that the cultural aspect of translation is lost when this strategy is employed.

Strategy	Source text (Vietnamese)	Target text (English)
Paraphrase	... rồi sẽ có chân chúa đến lập chùa ở đây để tụ khí cho bền long mạch that a Lord would come and build a Buddhist pagoda for the country's prosperity

In this example, if translated literally, the phrase will be “For gathering the air for dragon’s pulse”, which is ambiguous for TL readers. Therefore, it is clear that the phrase in ST has important implications. In Eastern culture, “long mạch” is often used to refer to the status quo of the whole country. Thus, the implication of the whole source text is making the country prosperous and raising the standard of citizen’s lives. Only by using the strategy paraphrase can the translator decode the implying meaning of the phrase and successfully transfer the message to the TL readers. However, paraphrasing the source text into “For the country’s prosperity” clearly erase the cultural factors of the original text.

Strategy	Source text (Vietnamese)	Target text (English)
Shifts	Nơi thờ tự các vua chúa đã quá cố	Sanctums honoring the cult of deceased Emperors

In this example, thanks to the phrase “các vua chúa”, we know that there are many emperors. Hence, there cannot be a sanctum for all the emperors. Thus, it is understandable to have a change in the form (from singular to plural) of the noun “Nơi” into “Sanctums”.

3.2.2. Couplets

In reality, tourist materials are closely related to culture. Hence, they are inevitably complicated and full of implications. Consequently, there are situations when a single translation procedure is not enough to render the SL phrases into TL. Translators thus have to combine two different procedures in order to fulfill the meaning. And according to Newmark, this way of translation is called couplets.

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Synonymy	Together with the Perfume River, Ngu Binh Mount is the second invaluable gift endowed by Nature to Hue. Ngoài ra còn có một cửa phụ thông với Trần Bình Đài gọi là Thái Bình Môn. Sau khi Vua Thành Thái bị thực dân Pháp đày sang đảo Réunion ,, Gia Hội, Chợ Dinh , Nam Phổ, Bao Vinh, quện theo mùi thơm của các loài hoa xứ Huế.	Cùng với sông Hương, núi Ngự Bình là quà tặng vô giá thứ hai của tạo hoá, quện vào nhau tạo nên vẻ sơn thủy hữu tình của Huế. Besides, the Citadel has an ancillary gate connecting the Tran Binh Bastion called the Peace Gate. After Thanh Thai King was exiled to Reunion Island ,, Gia Hoi, Dinh market , Nam Pho, Bao Vinh, mingling with the odors of flowers of Hue

This combo is used when translating phrases which include a proper name and a SL word that has an equivalent in TL. In these examples, if the translator uses only transference, the phrases will be rendered as “Ngu Binh” and “Tran Binh” “Dinh” which are ambiguous to TL readers. However, when added the word “mount”, “bastion” and “market”, it turns out that the target text is more understandable even to those who never travel to Vietnam. In the third example, “Island” is undoubtedly the English equivalent of “Đảo”. Also, “Réunion”, a French proper noun, was rendered into “Reunion” using Transference (an omission of the acute accent).

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Note	Thượng Thiện Hồ Quyên	Thuong Thien (the kitchen for the Kings' food) Ho Quyen (tiger arena)

This combo is used when translators want to supplement information to phrases with a proper name. If a TL audience have never heard about Nguyen dynasty, they cannot get what “Thuong Thien” and “Ho Quyen” mean. Therefore, more information related to the SL culture is added in the bracket to explain the function of the phrases.

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Functional equivalent	... Trên nóc nhà trước chấp bằng pháp lam ngũ sắc on the ridge rests a wine gourd decorated with Phap Lam enamel .

This combo is preferred when dealing with phrases including a proper name that needs meaning supplements. The translator can easily transfer “Pháp Lam” into “Phap Lam”. However, as it is obscure to TL readers, “Phap Lam” needs to be clarified by using a culture-free word “enamel”, which crosses out the bewilderment of TL audience.

Strategy	Source text (Vietnamese)	Target text (English)
Shifts combined with Synonymy	Cửu Đỉnh	The Nine Dynastic Urns

This combo is used only when there is a change in the grammar from SL to TL happening to the SL phrases which have their equivalents in the TL. In this example, “Urn” is the English equivalent of “Đỉnh”. In Vietnamese, the plural form of the noun “Đỉnh” is presented by the word “Cửu” which means nine. However, in English, the plural form of a noun must be presented by the morpheme -s. It is clear that there was a shift in grammar during the translation process.

3.2.3. Triplets

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Synonymy and Note	Hiền Lâm Các được xây dựng phía trước Thế Miếu, ...	Hien Lam Pavilion (Pavilion of the Glorious Coming) is situated in the center of the Dynastic Temple's courtyard, ...

This combo is used when translators want to render SL phrases which include a proper name and a word that has its equivalent in TL while adding extra knowledge. In this example, actually, “Hiền Lâm Các” can also be translated as “Hien Lam Pavilion”. The translator, however, provides the TL readers with more information related to culture of Vietnam by giving the sense of the proper name, which is “Pavilion of the Glorious Coming”.

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Synonymy and Shifts	Lăng Tự Đức Lăng Gia Long	Tomb of Tu Duc Tomb of Gia Long

This combo is used when translators want to render SL phrases which include a proper name and a word that has its equivalent in TL while witnessing a change in the grammar from SL to TL happening to the SL phrases. In these aforementioned examples, “tomb”, the English equivalent of “Lăng”, is combined with the proper names, namely “Tu Duc” and “Gia Long”. Also, it is obvious that an SL grammatical structure does not exist in the TL (there is no such phrase as “Tomb Tu Duc”. The possible options are “Tomb of Tu Duc”/ “Tu Duc’s tomb” and “Tomb of Gia Long”/ “Gia Long’s tomb”. Either way, there is undoubtedly a change in the grammar happening during the translation process.

Strategy	Source text (Vietnamese)	Target text (English)
Transference combined with Functional equivalent and Note	Châu Ô và Châu Lý	the areas of O and Ly (now Quang Tri and Thua Thien-Hue provinces)

This combination is used when the translators want to generalize the ST with a proper name as well as giving further details. This is a clear example. “Châu is a Vietnamese administration term. Therefore, in order to generalize, the translator renders it into “the areas”. Moreover, since “Châu Ô” and “Châu Lý” no longer exists, the translator gives additional information about these areas to avoid making confusion to TL readers.

4. Conclusions and recommendation

4.1. Conclusion

The findings of this study allow these following conclusions to be withdrawn:

Firstly, nearly all of the strategies proposed by Newmark (11 out of 17) are employed when translating CSIs in tourist materials. A single method can be applied in one circumstance, but in some cases, two strategies (Couplets) or three strategies (Triplets) are combined during the translation process. Based on the findings, most of the CSIs found in the collected data are proper names. They include names of people, objects and destinations, and these names are usually kept intact during the translation process (Transference). However, when it comes to

proper names that have an implying meaning, translators are inclined to employ strategies that can decode the message behind that name (Synonymy) when translating.

Secondly, by using the suggested translation strategies of Newmark, it is found that 9 Single translation procedures, 4 Couplets and 3 Triplets are employed to render CSIs in tourist materials. Even though the number of single translation procedures is highest, couplets are most preferred when it comes to translate CSIs. (with 130 tokens compared to 55 and just 15 for single translation procedures and triplets respectively). The strategy “Translation using Transference + Synonymy” is most used with nearly half of the proportion (45%), followed by “Translation using Transference + Note” (15.5%), Synonymy (12%), and Transference (6.5%). This proves Newmark’s statement in his book “A textbook of translation” (1988):

When the translator has to decide whether or not to transfer a word unfamiliar in the target language, which in principle should be a SL cultural word whose referent is peculiar to the SL culture, he usually complements it with a second translation procedure - the two procedures in harness are referred to as a ‘couplet’(...) Needless to say, in principle, the names of SL objects, inventions, devices, processes to be imported into the TL community should be creatively, preferably ‘authoritatively’, translated. (p. 81)

Thirdly, at the other end, the strategies “Translation using Paraphrase”, “Translation Cultural equivalent” and “Translation using Shifts” share the bottom rank with the frequency of only 0.5%. This also conforms to the reluctance of Newmark to list “Paraphrase” as a translation procedure, since the word is often used to describe free translation. (1988, p. 91). In addition, since “the main purpose of “Cultural Equivalent” is to support or supplement another translation procedure in a couplet” (Newmark, 1988, p. 83), there is no surprise when this procedure is less preferred. Finally, Newmark (1988) commented that “the word order is changed unnecessarily, and it is sometimes more appropriate to translate with a lexical synonym, retain the word order and forgo the shifts (transposition) in order to preserve the stress.” (p. 88), which explains for translators’ reluctance to employ “shifts” during the translation process.

Finally, according to the frequency of occurrence of translation procedures, more target texts are translated using foreignization strategies than domestication ones. It is probable that during the translation of CSIs, translators incline to sacrifice the readability of the target text for retaining cultural factors of the source text.

4.2. Recommendation

Newmark (1988) said that translation involves rendering the content of a source text into another language in a way that TL readers feel and respond in the same way as SL audience does. Whereas, translating a source text into a target text without altering the particular messages is an exceptionally troublesome undertaking. Hence, it is undeniable that profound research into translation strategies plays a pivotal role in assuring the quality of the translation.

During translation courses, students as well as teachers should pay more attention to cross-cultural communication which provides useful information about how cultural factors affect the translation process. In addition, they should be careful when choosing the translation

strategies since these strategies are crucial in the translation process. Both beginner and expert translators should build up their abilities of translating CSIs. In the meantime, they should also learn how to pick words and expressions as well as broaden their English vocabulary so as to make proper translations.

There are still many issues related to the field of translation of Vietnamese tourist destinations in tourist materials that need to be explored further:

- Further research should focus on other kinds of tourist materials (brochures, magazines, travel guide, etc)

- Further research should also focus on cultural characteristics of tourist materials in Vietnam.

- Further research should focus on cultural aspects and their impacts on tourist materials' translation process.

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NGHIÊN CỨU VỀ CÁC CHIẾN LƯỢC DỊCH NHỮNG TỪ NGỮ VĂN HÓA TIẾNG VIỆT TRONG TÀI LIỆU DU LỊCH SANG TIẾNG ANH

Tóm tắt: Bài báo này chú trọng vào hai vấn đề: đầu tiên là xem xét cách những chuyên gia dịch những từ ngữ văn hóa tiếng Việt trong các tài liệu du lịch sang tiếng Anh, thứ hai là tìm ra những chiến lược sử dụng cho quá trình dịch thuật này. Đối tượng nghiên cứu là 200 từ ngữ văn hóa (culture-specific items), bao gồm các tên riêng (proper names) và diễn đạt thông thường (common expressions) trong tài liệu du lịch trên website (<http://www.vietnamtourism.com/en/index.php/tourism/cat/05>). Khi sử dụng hệ thống phân loại quy trình dịch do Newmark đề xuất, kết quả cho thấy có 3 chiến lược chính đã được sử dụng (bao gồm dịch đơn, bộ đôi và bộ ba). Trong số đó, chiến lược bộ đôi được ưu tiên lựa chọn. Cụ thể, bộ đôi Chuyển dịch (Transference) và Từ đồng nghĩa (Synonymy) được sử dụng nhiều nhất.

Từ khóa: Từ ngữ văn hóa, tài liệu du lịch, quy trình dịch, chiến lược dịch