

Subtitle Translation of the Countdown Segment of Chinese 24 Solar Terms at the Opening Ceremony of the Winter Olympic Games from the Perspective of Multimodal Discourse analysis

Yingxia Liu

Nanning Normal University, No.508Xinning Road, Wuming District, Nanning, Guangxi, China

Abstract

The opening ceremony of the 2022 Beijing Winter Olympics is of great significance to spreading the Chinese story, enhancing the cultural soft power and building China's international image. In the opening ceremony, the beautiful countdown segment of China's 24 solar terms became one of the world's hot spots. With the development of multimedia technology, translation research under multimodal discourse analysis is in full swing, and subtitles, as one of the modes, play an important role in jointly constructing the overall meaning of video texts. Based on Zhang Delu's comprehensive theoretical framework of multimodal discourse analysis, this paper will explore how the subtitle translation in the countdown segment of the 24 solar terms in China can successfully grasp the language, visual, auditory and other modal forms, perfectly fit the various multimodal communication scenarios, fully help foreign audiences understand the story content in the video, and explore the impact of multimodal discourse on subtitle translation, so as to provide subtitle translation reference.

Keywords

Multimodal Discourse Analysis; Subtitle Translation; Beijing Winter Olympics; China 24 Solar Terms.

1. Introduction

The opening ceremony of the Beijing Winter Olympic Games presented a visual feast to the people of the world. The main stage of the 10393 square meter 8K UHD ground display system presented shocking scenes such as the countdown of the 24 solar terms to zero, the pouring of the Yellow River and the gathering of snowflakes. The countdown of the 24 solar terms at the opening ceremony of the Beijing Winter Olympics showed the "Chinese style romance" and let the world appreciate the Chinese wisdom in the 24 solar terms. Therefore, after the opening ceremony of the Beijing Winter Olympics, the exquisite Chinese 24 solar terms countdown wallpaper and the 24 solar terms countdown clip of the opening ceremony of the Beijing Winter Olympics quickly occupied the microblog hot search, twitter hot search and various media headlines, setting off a wave of Chinese 24 solar terms culture. Video discourse is a typical multi-modal discourse [1], which combines sound, picture, language, action and other modes. As one of the modes, subtitles play a very important role in the construction of the overall meaning of a text. Therefore, the authentic and accurate translation of subtitles has a positive significance for people in different countries to understand the culture behind the video.

2. Language Function of Subtitles

Subtitles, as a special form of language conversion, are essentially words that translate the content in the video into different languages and appear at the bottom of the video. According to Li Yunxing, he believes that subtitles are words that are superimposed on the bottom of the screen by translating the source language into the target language while retaining the original

sound of the film and television. From the perspective of linguistics, intralingual subtitle and interlingual subtitle are two forms of subtitle. Interlingual subtitle is called subtitle translation. It translates the source language into the target language, and generally places it at the bottom of the screen. Its essential meaning is the conversion between two languages. Subtitle translation has two characteristics: one is cross symbolic; The second is polysemy. This kind of translation behavior is from spoken language to written language, which is cross symbolic, and this kind of language conversion form is multi-channel, which is multi symbolic.

Section Headings

3. Comprehensive Theoretical Framework of Multimodal Discourse Analysis

Modality refers to the channel and medium of communication, including language, technology, image, color, music and other symbol systems. Multimodal discourse refers to the phenomenon that people communicate through various means and symbolic resources such as language, image, sound, action, etc. using various senses such as hearing, vision and touch [2]. The research on multimodality in foreign countries started earlier. Barthes is one of the earliest researchers in multimodal discourse analysis abroad, mainly studying the interaction between images and language in the sense of expression [3]. Halliday first proposed that language is essentially a social symbol. Kress and van Leeuwen proposed visual grammar for analyzing images based on Halliday's systemic functional linguistics. O'Halloran gave a comprehensive definition of multimodality on the basis of Baldry, Thibault, Kress and van Leeuwen's research, that is, "theoretical analysis and practice of integrating language, visual images, other symbolic resources, constructing paper, digital media and daily life texts, things and events" [4]. Domestic research on multimodal discourse analysis is also in full swing. Li Zhanzi summarized the study of multimodal discourse theory with Systemic Functional Linguistics [5]. Hu Zhuanglin explored the multimodal discourse in the study of Social Semiotics [6]. Zhu Yongsheng elaborated on four issues closely related to multimodal discourse analysis: the generation of multimodal discourse, the definition, nature and theoretical basis of multimodal discourse, and the content, methods and significance of multimodal discourse analysis. Zhang Delu created a comprehensive framework of multimodal discourse analysis on the basis of Systemic Functional Linguistics [7], and also explored the theoretical framework of multimodal functional stylistics. Zhang Delu's comprehensive theoretical framework of multimodal discourse analysis mainly includes four levels: cultural level, contextual level, content level and expression level.

In the framework of multi-modal discourse analysis, the cultural level of the four levels is the most critical, which determines whether the other three levels and the whole multi-modal discourse can unfold smoothly. The cultural context at the macro level is expressed as the specific situational context, and the three aspects of the situational context determine the three discourse meanings at the content level; The meaning of discourse is reflected through language, vision, hearing and other modal forms, and all modes should be finally implemented in the language and non-language media system.

4. Multimodal Discourse Analysis of Subtitle Translation of the Countdown Segment of the 24 Solar Terms at the Opening Ceremony of the Beijing Winter Olympics

As a unique time knowledge system of the Chinese people, the 24 solar terms are a set of meteorological calendars summarized by the ancients according to the impact of the sun on the earth in a year, which are used to guide agricultural activities. The 24 solar terms perfectly

combine astronomy, phenology, farming and folk customs, and have been used by Chinese people for thousands of years. At the opening ceremony of the 2022 Beijing Winter Olympics, the 24 solar terms countdown propaganda film amazed the world with Chinese aesthetics and fully displayed the unique charm of Chinese culture. Next, we will study the subtitle translation of the 24 solar terms countdown sections of the opening ceremony of the Beijing Winter Olympics from the perspective of the comprehensive theoretical framework of multimodal discourse analysis, and explore the impact of multimodality on subtitle translation.

4.1. Cultrual Level

In the process of video subtitle translation, the translation of simple and clear cultural elements directly affects the audience's understanding and acceptance of the video content. As a subtitle translator, his duty is to act as a bridge between cultures. Just because the cultural level is the key part of multimodal discourse, in the process of translation, translators must strictly abide by the principles of translation and correctly understand that the soul part of multimodal discourse is the cultural level in the process of subtitle translation. Therefore, flexible translation strategies should be adopted to correctly translate the cultural phenomena in the video. Because there is a certain deviation between the source language and the target language, the target language cannot completely correspond to the source language. Therefore, on the basis of being faithful to the original language, the translator should maintain the original style of the source language, so that the audience can better understand the connotation and spirit conveyed by the video, and more effectively realize the functional equivalence between the target language and the source language.

Chinese 1: 惊蛰。

Translation 1: Awakening of effects

Chinese 2: 春雷响，万物长。

Translation 2: Spring thunder, all things grow

Awaken means "wake up", awaking is its gerund form, awaking of sth. means "wake up of...". There are so many kinds of hibernating animals that they can't translate them one by one, so they find insects (insects) as a representative. "Spring thunder rings, everything grows" is a traditional Chinese agricultural proverb. In the season of awakening insects, spring spring is springing up, and nature has new vitality. The so-called "spring thunder startles hundreds of insects" means that in the season of waking insects, the spring thunder begins to sound and awakens the hibernating insects dormant underground. The symbolic feature of the term of waking insects is the sudden movement of spring thunder and the vitality of everything. Therefore, the literal translation is adopted. According to the requirements of short and consistent subtitle translation, the dense cumulus clouds, thunder and thunder, the excited crystal water splashes on the originally calm water surface shot by the athletes with skis, and the trains of high-speed trains with golden sunshine starting with the rising sun in the early morning all echo the subtitle translation of "spring thunder, all things growth", Let foreign audiences understand what they really mean.

4.2. Context Level

Context refers to the range of language environment, the tone of language and the style of language. Context refers to communication and refers to all factors in the international environment, whether linguistic or non-verbal. Context includes not only one aspect, but also picture context and situational context. As we all know, good contextual understanding can play a connecting role. Therefore, the translator's contextual factors should be fully taken into account in the translation process, and attention should be paid to the coherence between sentences in the specific language environment, so as to facilitate the audience to understand the content of the video.

Chinese 3:让我们一起倒计时，迎接春的到来。

Translation 3: Let's greet the arrival of spring with a countdown.

The opening ceremony of the Beijing Winter Olympics coincides with the beginning of spring. "Yue Ling 72 Hou Ji Jie": "Li is the beginning of the construction. The Qi of the five elements passes through the past and continues to the future. Here, the Qi of the spring wood begins to arrive, so it is called the beginning of spring." Four seasons flow, with spring as the first. The beginning of spring means that winter goes and spring comes, and everything is reborn. It is not only the starting point of spring solar terms, but also the starting point of the four seasons of the year. Since ancient times, the Chinese have attached great importance to the symbolic significance of the beginning. For the traditional Chinese culture that advocates the harmonious coexistence between man and nature, the beginning of spring is not only the beginning of the natural sequence, but also the beginning of people's "restarting" the social life sequence. Therefore, at the opening ceremony of the 2022 Beijing Winter Olympics, the 24 solar terms of the world-class intangible cultural heritage were changed into a countdown timer for the first time, starting from "rain" to "beginning of spring", marking the official opening of the 2022 Beijing Winter Olympics. Chinese subtitles use "welcome", while English subtitles use "greet" instead of "welcome". The verbs "greet" and "welcome" can be used to express "welcome" and "welcome", but "welcome" emphasizes a warm atmosphere, so it is often used in the plural or a group of people. If it is used in the singular, then "welcome" appears too large, and the subject appears to be out of harmony with the atmosphere of the word. The main meaning of "greet" can be either the singular or the plural, and is usually accompanied by a warm mood or behavior. In addition, green can be used to refer to a certain scene "coming to the eye", equivalent to "come to", such as: when she came to the door, a strange sight greeted her eyes. When she came to the door, a strange sight appeared before her eyes. The use of the word "greet" not only expresses the welcome to the audience, but also implies that the next scene is about to enter the audience's eyes, so that the information is coherent and smooth.

4.3. Content Level

From the content level of video subtitle translation, we must correctly translate the content expressed by hearing, smell and vision. The domestic scholar Zhang Delu divides the content level into the discourse meaning and the form level. The conceptual meaning of the language mainly expressed by the translator is called the discourse meaning level, that is, the dialogue is accurately transmitted to the target language audience, while the interpersonal meaning and the textual meaning are usually omitted. Because of the constraints of the screen picture and the dialogue time, we should try to make the video subtitle translation simple and clear, so that the audience can quickly understand the meaning of the picture.

Chinese 4: 春种一粒粟，秋收万颗子。

Translation 4: No pains no gains.

In the summer season, most of China's forests, fruits and crops have gradually entered the mature stage. Farmers have stepped up picking, grabbed the agricultural time, and carried out field management such as rice fertilization and weeding. "In the summer, the valley is getting yellow. Be careful of strong winds." After the summer, the temperature difference between day and night increases. Because the night is cold and the day is warm, the nutrients absorbed by the crops during the day are stored at night, so the crops mature quickly. "In summer, the fields change overnight", "in summer, there is no grain for three days", "in summer, the rice is pregnant for three days", "in summer, the fields are full of yellow, and every family repairs the granaries", etc. all indicate that after the solar term of summer, the crops will be harvested soon. However, the harvest of crops can not be separated from hard work, just like if athletes do not work hard, there will be no harvest. Therefore, in the introduction of the solar term of "relieving the heat", the producers quoted the first two sentences of "one grain of millet in spring and ten

thousand seeds in autumn" in the first sentence of "compassion for farmers". At the same time, the video shows the athletes who are soaked in sweat because of their hard training. If the fourth translation is translated as "so one seed in spring, tons of crops reached in autumn", the effect of content transmission is not as good as the fourth translation which combines the culture of the target language.

5. Conclusion

Based on the above analysis, it can be found that when translating subtitles, sometimes the text signal mode can't fully convey the information of the video. At this time, we need to use more other ways to convey the information, such as sound, image, intonation, action, tone, etc., so as to make the picture meaning more complete. When the subtitles and images are synchronized, the whole meaning can be constructed. In the countdown segment of the 24 solar terms of the Beijing Winter Olympic Games, the translators deliberated and pondered from the four levels of culture, context, content and expression, effectively integrating different elements and displaying them to the audience through subtitles. Multimodal discourse analysis is effectively applied to the translation of subtitles, making the translation concise and accurate, so that the audience can fully understand the film content. At the same time, the exquisite subtitle translation can help the audience integrate into the emotional culture and values conveyed behind the film when watching the film.

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