



A Study of the Chinese-English Translation of Culture-loaded Words in Anhui Tourism Publicity Short Videos from the Perspective of Memetics

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ABSTRACT

Memetics is a theory that explains the laws of cultural evolution based on Darwin's theory of evolution. There are significant cultural disparities between China and Western societies, where culture-loaded words, phrases, or idioms hold unique significance within each respective culture. The effective and correct translation of culture-loaded words plays an indispensable role in cultural transmission. Since there are relatively few studies about the translation of culture-loaded words from the perspective of memetics in the field of tourism publicity short videos, this research takes the culture-loaded words in Anhui tourism publicity short videos as examples and tries to analyze the translation strategies of culture-loaded words from the perspective of memetics. This study will expand the research field of memetics and provide useful insights for the study of Chinese-English translation of culture-loaded words to spread the culture of Anhui to the outside world.

Keywords: Memetics; culture-loaded words; Anhui tourism publicity short videos; translation

I. INTRODUCTION

A. Research background

With the growth of China's economic strength as well as the enhancement of cultural exchanges between China and other countries, China's tourism industry is developing rapidly and becoming more and more popular among foreign tourists. As a large tourism province, Anhui has rich natural resources and humanistic history. The development of the Internet makes short videos an effective way to promote tourism to foreign tourists. Tourism translation plays a key role in cultural diffusion. The precise translation of culture-loaded words serves as a direct and indirect representation of a Chinese cultural essence within the language. However, there are many problems with the quality of Anhui tourism translation now, which is not conducive to the development of Anhui tourism. Therefore, this research tries to explore the effective translation strategies of culture-loaded words in Anhui tourism publicity short videos under the guidance of memetics to promote Anhui culture.

B. Research purpose

Firstly, this research aims to improve the image of Anhui tourism province and promote the development of Anhui tourism. Through this study, the cultural significance and spiritual connotation of culture-loaded words in Anhui tourism publicity short videos are further explored to improve the image of Anhui tourism province, attract more foreign tourists, and finally promote the development of Anhui tourism.

Secondly, this research aims to explore the translation strategies of culture-loaded words in Anhui tourism publicity videos from the perspective of memetics. Those words that serve as reflections of Anhui culture in tourism short videos are integral for foreigners to understand and appreciate Chinese culture. Under the guidance of memetics, this research will find strategies combining the characteristics of culture-loaded words in Anhui tourism publicity short videos to enable target readers to understand and accept the cultural informat-



ion in Anhui tourism publicity short videos.

Finally, the purpose of this research is to enhance cultural confidence and promote Chinese culture. Tourism translation plays a key role in cultural publicity, and the quality of translation affects the transmission of information and the dissemination of culture. Anhui regional culture is an important part of China's excellent traditional culture, by searching for effective translation strategies of culture-loaded words in Anhui tourism publicity short videos, Anhui culture and Chinese culture will be better understood and perceived.

C. Research significance

Language carries culture, and culture-loaded words contain special culture. Anhui tourism publicity short videos with a great deal of culture-loaded words can effectively convey Anhui culture. Therefore, the appropriate translation of culture-loaded words is significant for the dissemination of Anhui culture to the outside world. From the perspective of memetics, translation is also a kind of behavior that makes different languages be transformed and copied so that they can be accepted by target readers in the end. Culture-loaded words also need to be widely disseminated in order to be inherited. Therefore, memetics has both theoretical and practical value for the translation of culture-loaded words.

This study will expand the research field of memetics. Academic research in various fields of memetics in China is still in the development stage, and in recent years, memetics has received more and more attention. Therefore, this research applies the memetics to the Chinese-English translation of culture-loaded words in Anhui tourism publicity short videos to further explore the feasibility of this field.

The analysis of this research will explore more insights into the translation of culture-loaded words in tourism publicity. By analyzing the selection criteria and transmission mode of strong memes, effective translation strategies are adopted to provide insights into the translation of culture-loaded words in Anhui tourism publicity short videos.

The analysis of this research will be conducive to the practical translation of culture-loaded words in Anhui tourism publicity short videos. This research will focus on the culture-loaded words in Anhui tourism publicity short videos to achieve the goal of promoting Anhui culture and Chinese culture.

D. Research methods

Two research methods are applied in this research, one is the literature research method. Based on collecting a large number of professional literature and materials to understand the application of memetics in translation and its research status and then explore the translation strategies under this theory. Secondly, the case study method. By sorting out the relevant culture-loaded words in the tourism publicity short videos, this study tries to find the translation strategies of culture-loaded words in the tourism publicity short videos of Anhui Province from the perspective of memetics.

E. Literature review

Foreign research on tourism translation mainly focuses on how to effectively express tourism information in different cultural contexts, and how to improve the quality and efficiency of tourism translation. Anne (2016:126) explored the challenges and solutions in tourism translation and how to effectively communicate tourism information in different cultural contexts through case studies and theoretical analyses. Broden Thomas (2021:187) focused on practices of communication, movement, and translation.

Domestic research on tourism translation has gradually increased in recent years, mainly focusing on the translation of red tourism culture, or analyzing the problems and measures of tourism text translation from a cross-cultural perspective. Yang Lingying focused on the translation of tourism culture publicity under the cross-cultural perspective (2022:145). With the purpose of text reconstruction of red culture publicity translation, Yang Hongyan took the example of the Zunyi conference site as the research object, analyzed all



kinds of mistranslations existing in the English translation of Zunyi's red culture, and put forward some suggestions (2023:76).

Anhui tourism culture is an important part of the excellent traditional Chinese culture, thus Anhui tourism publicity translation plays a pivotal role in Anhui culture dissemination. Before 2010, Anhui tourism translation only focused on the research of individual attractions, and since 2010, more targeted articles have slowly appeared. Chen Xiaohong analyzed the various practical problems of Anhui tourism translation in light of the German functional translation theory and explored the solutions to various problems (2013:142). Wang Xiaozhen researched the translation of Anhui cultural outreach materials to improve the Japanese corpus of Anhui culture (2020:68). However, the study about the translation of Anhui tourism publicity short videos which is one of the main channels to disseminate Anhui culture is relatively few.

On the whole, although the current research related to memetics has been involved in the field of translation, the research on the field of tourism publicity translation is still relatively few. Additionally, most of the studies on culture-loaded words in China are related to the field of literary translation or red tourism translation, and the research perspective on tourism publicity translation mainly focuses on textual materials, with few studies involving the translation of tourism publicity short videos. Thirdly, there are few studies on the translation of culture-loaded words in Anhui tourism publicity short videos. Therefore, this research will focus on the translation strategies of culture-loaded words in Anhui tourism publicity videos by using memetics and the relevant theoretical and practical knowledge of culture-loaded words.

II. THEORETICAL FOUNDATIONS

A. Memetics

Memetics is a theory that explains the evolution of culture based on Darwinian evolutionary theory. The concept of "meme" was first introduced by Richard Dawkins in his book *The Selfish Gene*, which is based on the imitation of the word "gene" (1976:206). Genes are reproduced through heredity, and memes are transmitted between languages and cultures through imitation. A meme is seen as a unit of information in the brain, Dawkins considered memes to be units of cultural imitation. Subsequently, Blackmore explored the relevant doctrines of memetics in greater depth, greatly expanding the scope of the concept. He argued that "any piece of information, insofar as he can be reproduced through a process broadly known as imitation can be called a meme (1999:44)." In other words, any kind of information that people transmit through imitation can be called a meme. On the basis of memetics, He Ziran further proposed linguistic memetics, he believes that language itself is both the meme itself and the carrier of the memes. (2005:64). Francis Heiligen proposed that the transmission of memes needs to go through four stages: assimilation, retention, expression, and dissemination (1998:418). In the process of linguistic assimilation and retention, some of the memes may be lost or grow due to the differences in the translator's understanding of certain memes. As the key to decoding these source language memes, translators need to deeply understand the messages they convey in the process of assimilation and retention of transmission so that memes that are accepted by target readers can be created.

From the point of view of translation memetics, translation is the process of using language to reproduce and disseminate the memes, and it is also the process of converting and transferring one culture to another through language. Different translation memes have different competitiveness, which determines whether they can survive for a long time. Some translation memes may fade away due to lack of acceptance, some may be replaced after a short period of popularity, and only those that can circulate for a long time are bound to have extremely strong competitiveness. Dawkins has summarized three characteristics of strong memes: First, high fidelity, the memes tend to use the essential content of the source language in new linguistic forms without original linguistic appearance to present to the target language readers. Second, prolificity, as long as the speed of memes is fast enough, the more chances for memes to be accepted by people, and the easier it is to become a strong meme. Third, longevity, strong memes have a long lifecycle (1976: 61). By understanding and studying these characteristics of memes, we can intentionally create strong memes that meet our needs. By finding suitable strategies, the cultural information contained in the source language's memes can be successfully transferred to the target language's culture to achieve the purpose of cultural transmission.



B. Culture-loaded words

Language is an integral part of culture, which is inevitably influenced and constrained by the cultural environment. As a cross-cultural communication behavior, translation should focus on the commonalities and differences between different cultures. In two linguistic societies, if people's living habits, modes of thinking and ways of expression are generally the same, translation can achieve the effect of equivalence of meanings and maintain the cultural characteristics of the original text well; However, if there are significant differences in two linguistic societies, then translators should pay attention to the strategy of translation. Accurate and appropriate translation is crucial in order to facilitate the widespread dissemination of culture.

Culture-loaded words are those words that contain the cultural information. American translator Nida (1993:189) believed that culture-loaded words carry a lot of cross-cultural information, and the cultural differences between two countries must be considered when translating such words. Culture-loaded words are those words that contain specific cultural features, which usually have special meanings in a particular cultural context but may lack counterparts or have different meanings in other cultures. Culture-loaded words not only carry rich cultural connotations but also may have semantic gaps in different languages because those concepts and things only exist in that culture. According to Newmark, there are five kinds of culture-loaded words, namely, ecological culture-loaded words, material culture-loaded words, social culture-loaded words, religious culture-loaded words and linguistic culture-loaded words (Newmark, 2001). Translators may encounter difficulties when translating those culture-loaded words. In order to overcome such difficulties, appropriate strategies are needed to translate culture-loaded words appropriately.

III. TRANSLATION PRINCIPLES OF CULTURE-LOADED WORDS

Tourism publicity short videos are characterized by fast dissemination and massive audiences. To convey the message, tourism publicity translation must be accurate, specific and efficient. Therefore, the principle of tourism publicity translation should focus on the content and the effect. The purpose of tourism publicity translation is to show readers the characteristics of attractions, spread culture and attract readers to travel. Therefore, in the process of translation, communication efficiency must be taken into account. In fact, the translation process of tourism publicity and the transmission process of memes have similarities. The translator should first understand the source language, and then output the information in a way that is acceptable to the readers of the target language, ultimately realizing the effective dissemination of the tourism short videos successfully. Effective communication depends on a good interactive relationship between the memes, the translator and the message receivers. Whether the source language memes are effectively reproduced, disseminated or even mutated depends on the dissemination effect of the translator's encoding of the information and its acceptance among the target readers. Combined with the process of copying and spreading memes and the features of tourism publicity translation, the translation of culture-loaded words should follow the following principles:

A. Principle of fidelity

According to memetics, a meme is regarded as a unit of information in the brain and it relies on replication to be disseminated, so it is possible to create a strong meme by keeping the fidelity of the meme as high as possible in the process of copying it. Under the guidance of this theory, the principle of fidelity is suggested for the translation of culture-loaded words in tourism publicity short videos. The principle of fidelity means that the source language should be respected. Tourism publicity translation is not a simple language imitation but reflects the translator's attitude and ideological point of view toward the expressed content. When translators translate culture-loaded words in tourism publicity short videos, they should try to be faithful to the content of the source language and express accurate information about the source language to the maximum extent. Failure to respect the original content may also lead to failure in communication among the target language readers.

B. Principle of effectiveness

From the point of view of memetics, strong memes are highly prolific, and only when the memes spread fast



enough and efficiently, the chances of the memes being accepted by people will be more and more, and they will be more likely to become strong memes and survive for a long time in the culture of the target language. In order to make the memes have the characteristic of prolificity and achieve the purpose of fast spreading in the target language, it is necessary to follow the principle of effectiveness. Following the principle of effectiveness means that the source language information should be conveyed accurately and concisely. Different people's understanding of culture-loaded words in tourism publicity short videos varies greatly, to avoid unnecessary ambiguities, the translator should correctly decode the information of the source language memes in the translation process, and then disseminate the original information efficiently, so that the memes can be accepted by more people. If the translator's grasp of the original message is inaccurate, the translation may not be of high quality.

C. Principle of adaptability

The transmission of memes needs to go through four stages: assimilation, retention, expression and dissemination. As the key to decoding these source-language memes, the translator needs to adopt appropriate expressions to convey the source-language information, and to create memes that are accepted by the target readers. Therefore, the adaptability of translating culture-loaded words in tourism publicity short videos is proposed, that is, adapting to the culture of the target language. Translators must consider the differences between different cultures and the receptive ability and expression habits of the target readers when translating, and when translating those concepts that are not found in the Western culture, they should adopt a translation strategy that adapts to the understanding and expression of the target readers to prolong the lifecycle of the cultural memes in the target language culture.

IV. TRANSLATION STRATEGIES OF CULTURE-LOADED WORDS

A. Characteristics of culture-loaded words

Culture-loaded words are those words whose basic meanings in one language are similar to those in other languages, but whose connotations are significantly different. Newmark (2001), based on the results of Nida's study, believed that there are five kinds of culture-loaded words including ecological culture-loaded words, material culture-loaded words, social culture-loaded words, religious culture-loaded words and linguistic culture-loaded words. Ecological culture-loaded words reflect the characteristics of nature and geography in a region (Zhang Shu, 2013:17). Material culture-loaded words lie in all aspects of people's daily lives. Social culture-loaded words typically contain various customs, lifestyles, and educational practices. Religious culture-loaded words are those words that carry specific meanings or emotions in religious or cultural contexts and may be related to the beliefs, doctrines, customs, or history of a particular religion. Linguistic culture-loaded words refer to words that carry cultural meaning or connotations unique to a particular language or culture.

Through watching and analyzing a large number of Anhui tourism publicity short videos, it is found that these types of culture-loaded words are also included in Anhui tourism publicity short videos. These culture-loaded words carry the rich culture of Anhui, so the correct choice of translation strategy for culture-loaded words can help spread the culture of Anhui. Through the comprehensive analysis of the corpus, it is found that the introductory part of the short videos about Anhui tourism has distinctive linguistic features, which are mainly manifested in the following aspects:

(1) Many city names and landscape names. For example, "Tongling", "Yingzhou", "Old Drunken Pavilion", "Flower Opera House", and so on. If not explained, this kind of vocabulary is difficult for foreign tourists who do not know Chinese culture to understand its connotations.

(2) A large number of ancient poems are quoted. For example, the phrase "The five great mountains will make you forget all others, but Huangshan will make you forget even them" was quoted to describe the scenery of the Huangshan Mountain.

(3) A great deal of four-character structures. The four-character structure of words is concise in structure but

rich in connotation, and its symmetrical structure also reflects the aesthetic ideas of the Chinese.

(4) Descriptive language is significant. Such as “Nurture by granite, fantastic pines break out of the rocks, and the rime is crystal clear in the sun. Blue-black Mountain view with crisscrossing fissures and ‘unusual rocks’ paint a scene with a rhythm between movement and stillness.” This paragraph outlines a beautiful scene of Mount Huangshan, greatly catering to the aesthetic psychology of the Chinese people.

B. Analysis of translation strategies of culture-loaded words

The following figure is the National Provincial Culture and Tourism New Media International Communication Power Index TOP10 list released in January 2023, Anhui Culture and Tourism New Media International Communication Power Index comprehensive ranking of the country’s first, of which Instagram, video platform communication power index of the individual rankings at the top of the list for three consecutive months, the Twitter communication power index ranks second, and the Facebook communication power index ranks the third in China. This table shows the importance of the translation of tourism publicity for the dissemination of Anhui tourism and its culture.

TABLE 1 NATIONAL PROVINCIAL CULTURAL AND TOURISM NEW MEDIA INTERNATIONAL COMMUNICATION POWER INDEX, JANUARY 2023

Ranking	Comprehensive Influence Index TOP10	Facebook Influence Index Top10	Twitter Influence Index TOP10	Instagram Influence Index TOP10	Videos Influence Index TOP10
1	Anhui Province	Jiangsu Province	Zhejiang Province	Anhui Province	Anhui Province
2	Jiangsu Province	Jiangxi Province	Anhui Province	Shanghai City	Jiangxi Province
3	Jiangxi Province	Anhui Province	Shaanxi Province	Jiangsu Province	Jiangsu Province
4	Chongqing City	Inner Mongolia Autonomous Region	Jiangxi Province	Zhejiang Province	Chongqing City
5	Zhejiang Province	Shaanxi Province	Jiangsu Province	Jiangxi Province	Jilin Province
6	Shaanxi Province	Beijing Cit	Chongqing City	Shaanxi Province	Shandong Province
7	Beijing City	Shandong Province	Shandong Province	Sichuan Province	Zhejiang Province
8	Shandong Province	Zhejiang Province	Jilin Province	Shandong Province	Beijing City
9	Jilin Province	Jilin Province	Inner Mongolia Autonomous Region	Beijing City	Shaanxi Province
10	Shanghai City	Shanghai City	Beijing City	Henan Province	Shanghai City

Source: Department of Culture and Tourism of Anhui Province. Back on Top! Anhui Cultural and Tourism New Media Ranks First in National International Communication Index. [EB/OL] (2023-02-04). <https://ct.ah.gov.cn/zwxw/wlyw/8772875.html>

Therefore, this research attempts to study the translation strategies of culture-loaded words in Anhui tourism publicity short videos from the perspective of memetics to provide insights for the translation of Anhui tourism publicity short videos and promote the dissemination of Anhui culture, boosting the international influence of Anhui tourism culture.

1) *Literal translation*

According to the characteristics of high fidelity of strong memes in the process of copying, for those culture-loaded words that can completely find the equivalent words in the target language, based on the principle of fidelity, the literal translation strategy can be adopted. For those culture-loaded words in Anhui tourism publicity short videos that can completely find their equivalents in the target language, based on the principle of fidelity, translators can use the literal translation strategy. The advantage of the literal translation method is that it can maximize the simplicity and objectivity of the translation, keep the content and form as consistent as possible with the original, and at the same time retain the image and national characteristics of the original.

Sample 1. 锦绣安徽,迎客天下。

Splendid Anhui, welcoming the world. (Source: Source: <https://b23.tv/ra6RsQf> October 1, 2021)

“Jinxiu” is a Chinese word that refers to beautifully colored silk fabrics and is usually used as a metaphor for beauty or goodness. Here, the meaning of “beautiful” is taken by using the literal translation strategy. The language is concise and simple, but the communication effect of the source language memes is equal to that of the target language memes. The translation of “Welcome the world” also conveys the image of Anhui’s regional culture as being all-embracing to the readers.

Sample 2. 天鹅湖、迎客松

Swan Lake and the Guest-greeting Pine (Source: <http://xhslink.com/pBpuhI> October 18, 2023)

Both Swan Lake and the Guest-greeting Pine belong to the unique natural landscape of Anhui. These are many ecological culture-loaded words that represent the unique tourism ecological environment of Anhui in the short videos. The translator adopts literal translation to make the target readers easily perceive the information conveyed by the source language memes more intuitively, and at the same time to make the readers present the image of Anhui tourist attractions in their minds. If these words are directly transliterated as “Tian’e Lake” or “Yingke Pine”, their uniqueness and attraction will be lost. However, if they are translated as “Swan Lake” or “the Guest-greeting Pine”, they will be easier for tourists to perceive and make them desire to go to the attractions to watch.

Sample 3. 安庆素有“禅宗圣地”的美誉。

Anqing is known as the “Holy Land of Zen”. (Source: <http://xhslink.com/MKlChl> June 11, 2023)

The term “Zen” is a Chinese Buddhist sect that was later introduced to Japan. “Zen”, the Japanese kana pronunciation, was first introduced to the Western world by Japanese scholars, and has become the standard translation of Zen in the Western world, where they don’t even know how to pronounce “Chan”. Here the translator literally translates it as “Zen” instead of “Chan”. On the one hand, this literal translation is helpful for the target readers to receive the information in the source language quickly. But on the other hand, this is not a full information equivalence translation, because the meaning and content of the Chinese word “Zen” changed when it was introduced to Japan. In the Western world, the modified “Zen” has replaced the understanding of traditional Chinese Chan, which makes the historical and cultural heritage of China disappear from its rightful place in the world. This is what translators need to reflect on urgently when translating Chinese culture.

2) *Transliteration*

Also based on the characteristics of high fidelity of strong memes in the process of copying, the translation strategy of transliteration of memes is proposed based on the principle of fidelity for those culture-loaded words that are difficult to find their equivalent words in the target language. In Anhui tourism publicity short videos, the most frequent words are the names of scenic resorts with place names, which have strong



regionality and uniqueness, and their cultural imagery is difficult to find counterparts in another culture. Even if similar words can be found, their connotations can hardly be the same. According to the principle of fidelity, the translation of such culture-loaded words can adopt this strategy. Translators use pinyin to translate them, which can keep the features of traditional Chinese culture and the style of the national language to an extent.

Sample 4. 徽派建筑

Huipai Architecture (Source: <http://xhslink.com/ykHXsK> May 8, 2023)

Huipai Architecture refers to the traditional architectural style of Anhui, including Hui-style residential buildings, ancestral halls and other architectural forms. By transliterating it as “Huipai Architecture”, target readers can readily associate this term with the unique architectural style of Anhui, enhancing their understanding and awareness of this cultural meme. Furthermore, adopting this strategy can help target readers easily understand and remember this language meme, and they are more likely to search for relevant information in their daily conversations, finally generating greater interest and curiosity in Anhui tourism.

Sample 5. 这里是画里乡村,宏村。

This is the village from the paintings, Hongcun. (Source: <http://xhslink.com/gLIrh> March 18, 2023)

The translation of culture-loaded words in tourism publicity short videos involves a large number of names of people and places. The translation of such words is mainly transliteration. The main reason is that in this case, the equivalent words cannot be found in Chinese and English. The transliteration can solve these problems, which is in accordance with the principle of fidelity.

The transliteration strategy might seem unfamiliar to the audience of the target language, however, through frequent communication, a growing number of transliterated terms have been eventually embraced by the public. Here, the word can be directly translated as “Hongcun”, because the first half of the sentence has already conveyed enough information to the target readers to better understand the words “Hongcun” and “village”.

3) *Transliteration plus literal translation*

According to the theory of memetics, strong memes have the characteristic of high productivity, and when they are spread rapidly, they will have stronger vitality in the target language. Therefore, for those culture-loaded words about food and traditional Chinese arts with names of people and places that often appear in Anhui tourism publicity short videos, it is very important to propose transliteration and literal translation based on the principles of fidelity and effectiveness. The combination of transliteration and literal translation strikes a balance between the principles of faithfulness and effectiveness, which can not only keep the features of the source language but also enable the effective transmission of the source language memes.

Sample 6.

现在，人们在合肥依旧可以品尝到这里的四道特色菜，庐州烤鸭、包公鱼、曹操鸡和李鸿章大杂烩。

Visitors to Hefei can still taste the four special dishes, Luzhou Roast Duck, Lord Bao Fish, Caocao chicken and Li Hongzhang Hodgepodge Cuisine. (Source: https://youtu.be/RJYFoUvqR_s?si=Dv0-Wj0xN1ukgjPH April 25, 2019)

The names of Chinese cuisines themselves contain rich cultural connotations, and how to accurately translate the names has become an important step in attracting foreign tourists to come and savor the cuisine. The naming style of these cuisines has a unique cultural characteristic, usually combining the name of a specific place or person with the main ingredient of the dish or the cooking method. Naming in this way not only conveys the food culture of a particular region or person, but also shows people the contribution and influence

of that region or person in the field of cuisine. Therefore, when translating the names of cuisines, in addition to retaining the original names, attention should also be paid to the communication of cultural significance and taste characteristics. The use of transliteration plus literal translation can enable foreign tourists to understand the characteristics of the dishes and the cultural stories behind them more intuitively, increasing their interest and curiosity. Just like “Beijing Roast Duck”, it is easier to be accepted by foreign tourists, which helps to attract them to taste these cuisines. This kind of translation not only helps to enhance the popularity and reputation of Chinese cuisine in the international area but also makes a positive contribution to cultural exchange and tourism development.

Sample 7. 此外, 这里的祁门红茶、屯溪绿茶和猴魁茶都是不错的选择。

Qimen Black Tea, Tunxi Green Tea and Houkui Tea are three other categories from which you may choose. (Source: https://youtu.be/RJYFoUvqR_s?si=Dv0-Wj0xN1ukgjPH April 25, 2019)

Qimen Black Tea, Tunxi Green Tea, and Houkui Tea are Chinese famous tea boutiques. The strategy of transliteration plus literal translation is used here, which allows the target language readers to quickly reflect the unfamiliar things described, and at the same time retain the flavor of the original text. Through such a translation method, readers can understand the place of origin of these teas, and then better understand these new memes and gain a deeper understanding of Anhui culture. This strategy not only enriches readers' knowledge of traditional Chinese culture but also promotes the dissemination of tea culture.

Sample 8. 黄梅戏

Huangmei Opera (Source: <http://xhslink.com/MKlChl> June 11, 2023)

Huangmei Opera is a local theatre art based on the folk music of the Anqing region and sung in the Anqing dialect. The translator uses the strategy of transliteration plus literal translation here. The transliteration “Huangmei” can retain the flavor and connotation of the source language memes and demonstrate the unique charm and value of Chinese culture. At the same time, the translation of the word “opera” conveys the basic information of the source language, which is easier for readers to understand and accept. This method of translation not only preserves the poetic and cultural essence of the original language, but also allow more people to understand and appreciate the essence of Chinese opera art, arousing tourists' interest in Huangmei Opera, an excellent traditional Chinese culture.

4) Free translation

The four stages of the communication of memes are assimilation, retention, expression and dissemination, in which the expression plays an important role in the process of meme communication. Only the way of expression that adapts to the target readers can make the memes effectively communicated. Therefore, based on the principles of adaptability and effectiveness, the free translation of memes is proposed as a translation strategy. The so-called free translation means sacrificing the linguistic form of the original language and conveying the meaning of the original language in a semantic equivalent way when there are no corresponding words can be found in the target language. One of the major translation purposes of Anhui tourism publicity is to let foreign tourists know the main meaning of the original language. Although free translation will inevitably lead to the loss of some memes, but the translation is relatively more suitable for language expression of the target language, which is easy for readers to accept.

Sample 9. 山间遍布深沟, 垂涧云潭, 流泉飞瀑, 气象万千。

Trenches and gorges spread all over Mountain Jiuhua, in addition to splashing water and small pools, flowing springs and waterfalls, the scenery is majestic and grand.

(Source: <https://youtu.be/B1wHXi7r5Do?si=PG8dcTQZZdxJKqDa> May 16, 2019)



This description employs many four-character compositions to depict the magnificent landscape and vibrant scenery of Jiuhua Mountain. Such depictions are capable of eliciting the ultimate symmetrical beauty in Chinese culture. However, it is difficult to fully transfer the literacy in Chinese to English. For cultural and linguistic memes with specific meanings, literal translation is often difficult to accurately express their connotations, so the strategy of free translation needs to be applied in the translation process. For example, the original phrase “气象万千” is intended to express the magnificent scenery of Jiuhua Mountain. If it is literally translated as “varied weather”, it may not be able to fully convey the beauty and richness of the meaning contained in the source language. Therefore, the translator should choose the appropriate expression according to the cultural background and linguistic characteristics of the target language, so as to make the translation closer to the original meaning and convey the corresponding emotion and mood in the target language, finally achieving the effective dissemination and communication of memes.

Sample 10. 祠堂

ancestral halls (Source: <http://xhslink.com/gLIrh> March 18, 2023)

The ancestral hall is a symbol of a family or a clan with historical, artistic and cultural values. It is not only a form of architecture, but also a cultural phenomenon. The ancestral hall is a place for enshrining and worshipping ancestors or sages, a symbol of traditional Confucian culture in China, and belongs to religious culture-loaded words. Here, the free translation strategy is chosen to enable the target readers better perceive the meaning of the word. In this way, the target readers are able to gain a deeper understanding of family concepts and religious beliefs in Chinese culture, thus promoting cross-cultural communication and understanding.

Sample 11.五岳归来不看山，黄山归来不看岳。

The five great mountains will make you forget all others, but Huangshan will make you forget even them. (Source: <http://xhslink.com/niythI> February 26, 2023)

This is a poem written by Xu Xiake, a traveler of the Ming Dynasty, who travelled to Huangshan and passed it down. When introducing attractions, tourism publicity short videos often use relevant ancient poems to depict and express the unique value of the attractions. This sentence belongs to the language culture-loaded words. The translator uses the free translation strategy which is in line with the linguistic expression habits of the target readers, to cater to their comprehension ability and convey the equivalent communication effect of the source language memes. It also deepens the reader's understanding of the position of Huangshan among the mountains, giving tourists produce a kind of idea that must have a glimpse of the magnificent landscape of Mount Huangshan idea.

Sample 12. 水境迎鸟栖，拥“巢”引凤来。

As birds like to inhabit an aquatic environment, Hefei, blessed with Chaohu Lake, is attracting friends from home and abroad. (Source: https://youtu.be/RJYFoUvqR_s?si=Dv0-Wj0xN1ukgjPH April 25, 2019)

With differences between Chinese and Western languages and cultures, there is a big difference in the understanding of the punning rhetorical device of “nest” in this sentence. In Chinese culture, “nest” not only refers to the place where birds build their nests, but also has a metaphorical meaning such as home, family, and motherland. In Western culture, it may be understood more as a literal bird's nest or a comfort dwelling place. In this sentence, the word “nest” refers to the city of Chaohu in Anhui Province, and the word “phoenix” refers to an ancient sacred bird, which is often used as a metaphor for auspicious or precious things, but here it is extended to mean a friend. These are culture-loaded words. Therefore, the translation of this sentence requires the translator to fully understand the meaning of the pun in the sentence in the specific context and to find out what the pun “nest” really refers to. Therefore, free translation is used to convey the source language memes to the readers by using equivalent information that is easy to be accepted by the target language.



Sample 13. 中国古语云，终日乾乾，与时偕行。

An ancient Chinese wisdom cautions, one must constantly improve himself and keep abreast with the times.

(Source: <http://xhslink.com/B6CxlI> May 8, 2023)

The phrase “终日乾乾” is a Chinese four-character idiom, often used in conjunction with the phrase“与时偕行”, which expresses a positive attitude of self-improvement and progressing with the times. Four-character idiom is a unique form of expression of Chinese characters carrying rich cultural connotations and inheriting the wisdom and thoughts of thousands of years, which is not only a feature of the language, but also an indispensable part of Chinese language and culture. In the process of translating such linguistic culture-loaded words, the role of the translator is more prominent. When translating this kind of idioms, free translation is usually used, and the key to translation lies in the translator’s thoughtful understanding of the idioms in Chinese and correct conveying of the information of the source language so that the readers can receive the cultural meanings conveyed in the source language.

5) Amplification

In the process of transmission, expression is the key to the successful transmission. For those culture-loaded words that have deep meanings and need additional explanations, the translation strategy of amplification is proposed based on the principles of adaptability and effectiveness. Due to the differences between the English and Chinese languages, Anhui tourism publicity short videos may contain a kind of vocabulary that is unspoken to Chinese people but unknown to foreigners. The principle of effectiveness and adaptability must be followed when translating such culture-loaded words, the translator can adopt the strategy of amplification. In the process of translation, some words, phrases or sentences should be added to further explain the expressed content so that the readers can further understand the culture more accurately.

Sample 14.安徽是中国文房四宝之乡。

Anhui is the hometown of the study’s four treasures: writing brush, ink-stick, ink-slab and paper. (Source: https://youtu.be/RJYFoUvqR_s?si=Dv0-Wj0xN1ukgjPH April 25, 2019)

The four treasures of the study refer to the unique Chinese clerical tools, which are the collective name for writing brush, ink-stick, ink-slab and paper. The four treasures of the study are the main carrier of the five thousand years of Chinese cultural heritage and are also a national intangible cultural heritage, all of which are produced in the region of Anhui and belong to the social and culture-loaded words. Instead of adopting the literal translation method, the translator has adopted the amplification translation method, which can add relevant information to the target readers, and through the explanation of the four treasures of the study, foreign tourists can have a more concrete understanding of this concept and learn about the important items of literature and art in Chinese traditional culture, including the brush, ink, paper and inkstone. This will not only help foreign visitors to deepen their understanding of Chinese culture but will also enhance their knowledge of source language memes. On the contrary, the literal translation would be difficult for foreign readers to accept and understand, which is not conducive to the dissemination of culture and does not conform to the principle of effectiveness of translation.

Sample 15.青砖小瓦马头墙，回廊挂落花阁窗。

Blue bricks and small tiles form the horse head wall, lattice windows line the corridor. (Source: <http://xhslink.com/gLIrh> March 18, 2023)

It is very common to quote ancient poems in tourism outreach videos, and ancient poems often pose translation problems for translators. Chinese ancient poems can often superimpose nouns to give readers unlimited imagination, while in English, they need to be form-fit, so the translation of ancient poems requires translators



to have a deep Chinese cultural heritage. After fully understanding the source language memes, appropriate translation strategies are used to accurately express the meaning of the source language. Here, “from” and “line” are amplified so that readers can better understand the source language information, and conform to the expression habits of the target readers which is in line with the principle of adaptability.

Sample 16. 徐霞客赞美黄山为“世界上最著名的山”。

When Xu Xiake, a traveler of the Ming Dynasty, came to Huangshan, he praised “The famous mountains at home and abroad”. (Source: <https://b23.tv/YQMlIHl> October 5, 2020)

Xu Xiake was a famous geographer and explorer in ancient China, who had a profound influence on China’s geography and hydrography. In compulsory education in China, students learn about Xu Xiake and his writings. For Chinese people, the figure of Xu Xiake does not need more explanation. In the West, however, relatively little is known about him. Therefore, when introducing Xu Xiake, it is necessary to explain him and add source language information to enhance readers’ understanding of him and his writings, which can allow more people to understand and appreciate Xu Xiake’s contributions as well as enhance the tourism image of the attraction.

V. CONCLUSION AND SUGGESTIONS

Due to the great differences between Chinese and Western cultures, there are a large number of culture-loaded words in tourism short videos, which makes it a difficult point for translators in the translation process. Taking the culture-loaded words in Anhui tourism publicity short videos as examples, this research tries to explore the translation strategies of culture-loaded words in Anhui tourism publicity short videos from the perspective of memetics.

According to the process of copying and spreading of memes and the characteristics of strong memes, the principles of translating culture-loaded words in tourism publicity short videos are proposed: First, the principle of fidelity. Memes rely on replication to spread, and in the process of replication, the high fidelity of the memes should be maintained as much as possible, so that strong memes can be created and widely spread. Therefore, when translators translate culture-loaded words in tourism publicity short videos, they should try their best to be faithful to the source language content and express accurate information about the source language’s memes to the maximum extent. Second, the principle of effectiveness. According to the characteristics of strong memes, only when the memes communicate fast and efficiently enough can they become strong memes and survive for a long time in the target language culture. Therefore, in the process of translating culture-loaded words in tourism publicity short videos, translators should fully understand the meaning of the source language memes, effectively decode the original information, and then disseminate the original information concisely and efficiently to accelerate the communication speed of the memes in the target language. Third, the principle of adaptability. As the key to decoding the source language memes, translators need to adopt appropriate ways of expression to convey the source language information and create memes widely accepted by target language readers to succeed in the expression and dissemination process. Therefore, when translators translate those concepts that are not found in Western culture, they need to adopt strategies that adapt to the understanding ability and expression of the target readers. In this way, the created memes will be accepted by the target language readers, and finally prolong their lifecycle in the target language culture.

The translator, as a bridge of dissemination of different information and cultures, should ensure the accurate decoding of the source language memes and the accurate reproduction and communication of the information. By analyzing the characteristics of culture-loaded words in Anhui tourism publicity short videos and combining them with specific examples, of those culture-loaded words with names of people and places related to food and traditional Chinese arts, based on the principles of fidelity and effectiveness, the transliteration and literal translation strategies can be used; according to the important role played by the expression stage in the process of dissemination of memes, for those culture-loaded words with deep meanings

that require additional explanations, based on the principles of adaptation and effectiveness, free translation and amplification strategies are suggested.

To sum up, the theory of memetics as a guide is effective for the translation of culture-loaded words in Anhui tourism publicity short videos. However, culture is constantly developing and changing, and so is the transmission of cultural memes. It is difficult to find a strategy that can always perfectly transmit the source language memes to the target language. There are no standard translation models, but the significant role of the translator cannot be ignored. They need to think about how to maximally visualize and transmit the source language memes, so as to effectively transmit the local culture. Additionally, the insights of memetics on tourism short video translation explored in this research are far from being enough. At the same time, due to the limited time and energy, the examples of culture-loaded words in Anhui foreign propaganda videos presented are not sufficient, and some Anhui tourism publicity short videos do not have official translations. So, to some extent, this research has some limitations.

As an important part of Chinese culture, effective translation and dissemination of Anhui culture play an important role in realizing “Chinese culture going out”. The study of the translation of culture-loaded words in Anhui short videos from the perspective of memetics is at a preliminary stage, so there is still a lot of room for further research and exploration in this field. Therefore, further study of the translation of Anhui tourism publicity short videos is expected to contribute to the dissemination of Anhui culture to the outside world.

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