An Eco-Translatology Approach to the Translation of Spanish Tourism Advertising in Digital Communication in Chinese

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Abstract : As one of the sectors most affected by the COVID-19 pandemic, tourism is facing challenges in revitalizing the industry. But at the same time, it would be a good opportunity to take advantage of digital communication as an effective tool for tourism promotion. Our proposal aims to verify the linguistic operations on online platforms in China. The research is carried out based on the theory of Eco-traductology put forward by Gengshen Hu, whose contribution focuses on the translator's adaptation to the ecosystem environment and the three elaborated parameters (linguistic, cultural and communicative). We also relate it to Even-Zohar's and Toury's theoretical postulates on the Polysystem to elaborate on interdisciplinary methodology. Such a methodology allows us to analyze personal treatments and phraseology in the target text. As for the corpus, we adopt the official Spanish-language website of Turismo de España as the source text and the postings on the two major social networks in China, Weibo and Wechat, in 2019. Through qualitative analysis, we conclude that, in the tourism advertising campaign on Chinese social networks, chengyu (Chinese phraseology) and honorific titles are used very frequently.

Keywords : digital communication, eco-traductology, polysystem theory, tourism advertising
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