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The influence of social culture on literary translation

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ABSTRACT

Social culture has virtually inseparable relation on literary translation, and they are influencing each other. This paper studies the impact of social culture on literature translation from the perspective of social culture. The article analysis and indicates the influence of indicators on literature translation through in-depth study of the social and culture indicators by expert interviews.

KEYWORDS

Social culture; Literary translation; Hierarchical analysis; Influence; Fuzzy mathematics.



FOREWORD

The relationship and the mutual influence between social culture and translation is a new study. Simply put, translation is a language converted to another language. Its deeper meaning is cultural exchange between different languages. Where there is culture exchange, there is mutual influence between cultures. At the beginning of the translation, translated literature is influenced by the social culture of translators.

Translation is more brilliant art than a literature. It requires implant a culture from a specific environment to another culture appropriately. Therefore, social culture impact on literature translation by influencing on the translators in the translation process. Literary translation is the creation in another cultural background. The study about the influence of culture on literature translation helps us to see the nature of translation, and also help us utilize or avoid the impact of social culture.

THE SYSTEM OF SOCIAL CULTURE INFLUENCE MECHANISM

In this paper, the influence index hierarchy system was established from three angles to analyze the influence of social culture study. Indicators were:

The international community relation, translation is the relationship between language and language. Meanwhile, it is the relationship between states to some degree. This creates the effect international relations community on translation. Various international statuses of bilateral relations become critical. Generally, translation is to translate advanced culture or advanced science to service the country, the level of international status symbols of the cultural and technological strength. The relations between the two countries may be friendly hostile, along with, etc. The relationship between the countries also has an important influence on translation

National culture, that is bi-national cultural transformation, introduction and exporting countries have decided to form a national culture literature. Exporter national culture determines the initial creation of literature. The introduction national culture decided to literature and re-creation in the translation process. Language and culture can influence on the translator in the introduction country, cultural context play an important role in the expression of literature. The selection and theme of translated literature is influenced by the introduction national culture. Different culture was introduced, so the need for other cultures is also different. Thus, the selection and theme of Chinese and foreign literature in the process of translation is determined by the specific form and content of national culture.

Social ideology, special background, has given rise to different superstructure. Ideology has a profound impact on dominators, sponsors, translators, and cultural needs of the people. This influence subject a specific role in literary translation through cultural awareness. Sponsors and translators have a particular understanding of literary translation in particular social ideology, and manifest it in the specific language and cultural transformation. There is also a difference between the different periods of the translation of the same work. Social ideology can be divided into the group consciousness and individual consciousness. Individual ideology is also different, this can be related to individual's living environment, growth experiences. Individual or the organizer will be affected by the competent role in the process of translation.

THE WEIGHT CALCULATION OF IMPACT INDICATORS

Analytic Hierarchy Process (AHP). Which is characterized by complex hierarchical problems, prioritize, and with strong logical and structural levels. Its algorithm is mainly to calculate weight of the index between indicators. The influence of social culture on literary translation involves multiple reference. This decision problem is applicable to AHP. The social and cultural impact of the system can be hierarchical index, using AHP to solve the right service satisfaction index.

TABLE 1 : Impact System Indicators

Exert influence on	First class indicator	Second class indicator	Affected
	The international community relations	International status of target country International status of source country International relations between two countries Exporter national culture Introduction national culture	
Social culture	National culture	Translation material Translation themes National language culture Translator ideology Sponsor ideology	Foreign literary works
	Social ideology	National culture of era Political background culture	

Construct the judgment matrix

Construct the judgment matrix through the comparison about relative importance of International relations between the two countries, folk culture and social ideology. The comparison is expressed by a_{ij} , then comparisons judgment matrix A can be obtained.

$$A = \begin{pmatrix} a_{11} & a_{12} & \cdots & a_{1j} \\ a_{21} & a_{22} & \cdots & a_{2j} \\ \vdots & \vdots & \ddots & \vdots \\ a_{i1} & a_{i2} & \cdots & a_{ij} \end{pmatrix}$$

The importance of both are described with quantitative values in figures from 1 to 9, the meaning of the numbers represents in the following TABLE 2.

TABLE 2 : Meaning of scale 1 to 9

Scale	Meaning
1	Two factors are equally important for the target.
3	The previous factor is slightly more important than the latter.
5	The previous factor is more important than the latter.
7	The previous factor is relatively more important than the latter.
9	The previous factor is extremely more important than the latter.
even number	Importance between the two odd numbers
reciprocal	Comparison of the order of the positive and negative factors.

Constructed by the above method to determine the matrix as follows:

O	B ₁	B ₂	B ₃
B ₁	1	2	1/3
B ₂	1/2	1	1/3
B ₃	3	3	1

Similarly, establish judgment matrix on international relations between the two countries under the secondary indexes of primary index. And the remaining two indicators were constructed to determine the matrix as follows:

B_1	B_{11}	B_{12}	B_{13}
B_{11}	1	1/3	1/2
B_{12}	3	1	3
B_{13}	2	1/3	1

B_2	B_{21}	B_{22}	B_{23}	B_{24}	B_{25}
B_{21}	1	1/3	2	4	1
B_{22}	3	1	3	5	2
B_{23}	1/2	1/3	1	3	1/3
B_{24}	1/4	1/5	1/3	1	1/5
B_{25}	1	1/2	3	5	1

B_3	B_{31}	B_{32}	B_{33}	B_{34}
B_{31}	1	1/2	3	5
B_{32}	2	1	4	7
B_{33}	1/3	1/4	1	2
B_{34}	1/5	1/7	1/2	1

The weight vector and the maximum calculation

Strength level indicators were calculated from the judgment matrix. The steps are as follows:

$$A = \begin{pmatrix} 1 & 2 & 1/3 \\ 1/2 & 1 & 1/3 \\ 3 & 3 & 1 \end{pmatrix} \xrightarrow{\text{normalized}}$$

$$\begin{pmatrix} 0.167 & 0.200 & 0.111 \\ 0.500 & 0.600 & 0.667 \\ 0.333 & 0.200 & 0.222 \end{pmatrix}$$

$$\xrightarrow{\text{sum}} \begin{pmatrix} 0.478 \\ 1.767 \\ 0.756 \end{pmatrix} \xrightarrow{\text{normalized}} \begin{pmatrix} 0.159 \\ 0.589 \\ 0.252 \end{pmatrix}$$

Then get the weight vector of first class target:

$$w = (0.159 \quad 0.589 \quad 0.252)^T$$

The maximum calculated value of the characteristic is known by the matrix:

$$Aw = \lambda_{\max} w$$

then:

$$A_w = \begin{pmatrix} 1 & 2 & 1/3 \\ 1/2 & 1 & 1/3 \\ 3 & 3 & 1 \end{pmatrix} \begin{pmatrix} 0.159 \\ 0.589 \\ 0.252 \end{pmatrix} = \begin{pmatrix} 0.481 \\ 1.822 \\ 0.767 \end{pmatrix}$$

Thus,

$$\lambda_{\max} = \frac{1}{3} \left(\frac{0.481}{0.159} + \frac{1.822}{0.589} + \frac{0.767}{0.252} \right) = 3.054$$

To sum up, The maximum value of a feature is $\lambda_{\max} = 3.054$. Weight vector is $w = (0.159 \ 0.589 \ 0.252)^T$.

Consistency test

Confirm the weights of the indices which have passed the combined verify of coherence for *CI*, and judgment the matrix consistency ratio *CR*, It is calculated by the following formula,

$$CI = \frac{\lambda_{\max} - n}{n - 1}$$

Wherein A represents he order of judgment matrix, that is, the number of comparative factors.

$$CR = \frac{CI}{RI}$$

Among them, *RI* represents the value of Random Consistency Index, as shown in

TABLE 3 : RI value list

n	1	2	3	4	5	6	7	8	9	10	11
RI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51

When $CR \geq 0.1$, judgment matrix inconsistencies can be considered, need to readjust the judgment matrix. When $CR < 0.1$, the inconsistencies of judgment matrix is within an acceptable range. Check the consistence by judgment matrix of first class target.

$$CI = \frac{\lambda_{\max} - n}{n - 1} = \frac{3.05 - 3}{2} = 0.027$$

$$CR = \frac{CI}{RI} = \frac{0.027}{0.58} = 0.046 < 0.1$$

Therefore, the matrix consistency meet the requirements.

The total level of sorting

Similarly, the weights vectors and of the consistency test indicators of first and second target can be obtained. So the weight of second index in the system can be obtained by calculating.

ANALYSIS AND ASSESSMENT OF THE IMPACT MECHANISM

Through the above calculation, we can draw conclusion on the effects of different indicators of literary translation, that is weight. As shown in TABLE 5.

Each index weight has been given, then put the influence of each index value multiplied by the corresponding weights, the influence degree of the one-way index to literary translation can be concluded. The following evaluation method is based on fuzzy mathematics literature on the social impact of literary translation assess calculations.

TABLE 4 : Index weight list of results

First class	B_1		B_2		B_3	
Second class	0.159		0.589		0.252	
The total value of the second class target						
B_{11}	0.025	B_{21}	0.114	B_{31}	0.078	
B_{12}	0.094	B_{22}	0.234	B_{32}	0.128	
B_{13}	0.040	B_{23}	0.068	B_{33}	0.030	
		B_{24}	0.031	B_{34}	0.016	
		B_{25}	0.142			

TABLE 5 : Results of index weights

First class target	weight	Second indicators	weight
International community relations	0.159	International status of target country	0.025
		International status of source country	0.094
		International relations between two countries	0.040
National culture	0.589	Exporter national culture	0.114
		Introduction national culture	0.234
		Translation material	0.068
		Translation themes	0.031
		National language culture	0.142
Social ideology	0.252	Translator ideology	0.078
		Sponsor ideology	0.128
		National culture of era	0.030
		Political background culture	0.016

TABLE 6 : Index influence quantitative results

Second class indicator	weight	score	Impact value	Sort influence
International status of target country	0.025	4	0.10	11
International status of source country	0.094	6	0.56	4
International relations between two countries	0.040	8	0.32	7
Exporter national culture	0.114	4	0.46	6
Introduction national culture	0.234	6	1.40	1
Translation material	0.068	4	0.27	8
Translation themes	0.031	2	0.06	12
National language culture	0.142	6	0.85	3
Translator ideology	0.078	6	0.47	5
Sponsor ideology	0.128	8	1.02	2
National culture of era	0.030	6	0.18	9
Political background culture	0.016	10	0.16	10

Evaluate factors domain of the evaluation object as U , $U = (u_1, u_2, \dots, u_n)$ is second indicator, then setting reviews to collect $v_{(10 \times 8 \times 4 \times 2)}$, Comment by factors in corresponding degree of membership of the domain and fuzzy relationship matrix R .

$$R = \begin{pmatrix} 0.09 & 0.15 & 0.19 & 0.53 & 0.04 \\ 0.11 & 0.17 & 0.42 & 0.21 & 0.19 \\ 0.23 & 0.48 & 0.11 & 0.10 & 0.08 \\ 0.08 & 0.13 & 0.24 & 0.51 & 0.04 \\ 0.10 & 0.11 & 0.49 & 0.13 & 0.17 \\ 0.08 & 0.09 & 0.16 & 0.49 & 0.18 \\ 0.14 & 0.24 & 0.15 & 0.15 & 0.32 \\ 0.13 & 0.19 & 0.42 & 0.15 & 0.11 \\ 0.13 & 0.17 & 0.51 & 0.09 & 0.11 \\ 0.24 & 0.54 & 0.15 & 0.11 & 0 \\ 0.10 & 0.21 & 0.47 & 0.13 & 0.09 \\ 0.58 & 0.25 & 0.17 & 0.10 & 0 \end{pmatrix}$$

Among them, r_{ij} represents Factors for the evaluation grade membership degree of the analects. Take the highest degree of membership for the two indicators of rating scale. The calculated degree of influence the results are tabulated as shown below in TABLE 6.

CONCLUSION

The average score obtained by the corresponding secondary indicators and indicators, in the first class indicator, the largest social cultural impact of literary translation is a national culture. Followed by the social ideology, and international relations community again. In the second class indicator. The calculated results show the introduction of national culture, patron ideology, the impact of the national language and culture is much higher than the other three indicators.

Social culture take their unique national culture as a prerequisite, coupled with lower cultural patron (governments, organizations, groups or individuals) ideology, with the nation's language and culture of literary translation has played a leading role. Among which influence the smallest is the international status of target country. Because no matter how translated into national status, are carried out according to the country's literary translation and cultural needs, namely the establishment of the cultural, ideological, and is the country's international status. If the national status of the target country is low, it indicates that culture science and technology is relatively low, thus the translation value is relatively low for translators.

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