English Translation of Linguistic Signs: A Study from the Perspective of Linguistic Landscape

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Abstract

To bring convenience to the life and work of the foreigners who live and/or stay in China but do not know Chinese, a large number of linguistic signs have been set up in bilingual forms at almost every corner of cities, and even towns. Those correctly and properly-translated signs are helpful, practical and informative, hence enhancing the image of the cities. However, current situations of the Chinese-English translation (C-E translation) of linguistic signs are far from being satisfactory. Some poorly or even mistakenly-translated signs often cause confuses to foreigners and may even mislead them. To some extent, it will damage cities' images as well as China's international image as a whole. Therefore, the author chooses to conduct a tentative research on this topic from the perspective of linguistic landscape, in the hope that it would inspire further research and provide useful references for the research and practice of C-E translation of linguistic signs in future practice.

Key words: Linguistic signs; Chinese-English translation; Linguistic landscape; Drawbacks; Solutions

INTRODUCTION

The over past thirty years has seen a tremendous economic growth in China since the exercise of the reform and opening-up policies. As China's economy develops and Chinese national strength grows, an increasing number of foreigners have flooded into China to make investment, to do business, to travel, to study, or to work. It is reported that China will be one of the most popular and the largest tourist destinations in the next decade. Undoubtedly, bilingual linguistic signs play an indispensable and significant role in their work or life. These bilingual signs are set up to bring convenience to foreigners and provide them with necessary and correct direction or information. In this sense, English versions of these linguistic signs should be appropriate and accurate. Correctly-translated signs are critical in directing the foreigners and in delivering information, and more importantly in displaying the image of China in the world. With correct bilingual signs, foreigners will enjoy more convenience and have a better understanding of the Chinese language and culture. Therefore, accurate and appropriate English translations of Chinese linguistic signs are needed. With abundant achievements from different perspectives in the past as references, in this paper, the author aims to study the C-E translation of linguistic signs from the perspective of linguistic landscape, striving to put forward some theoretical framework as well as some feasible principles for linguistic signs translation practice.

The examples chosen and analyzed in this paper are collected from various sources, such as airports, shopping malls, bus stations, and scenic spots, and etc.. Both Chinese and English versions of the linguistic signs are included. Some examples are chosen from previously published papers. Besides, the Internet is a database where researches on the linguistic signs and their translations can be found, for example, at www.ChineseEnglish.com.

The research methods of this paper are descriptive and explanatory. The author firstly introduces the status of the C-E translation of the linguistic signs in China. Then the author applies the theory of linguistic landscape to analyze the current situation of linguistic signs in translation. After that, the author classifies the problems into three

categories that are commonly found in the C-E translation of current signs, and accordingly proposes three possible solutions to the problems.

1. LITERATURE REVIEW

1.1 Researches on Linguistic Signs Abroad

Research on translation of linguistic signs was first made abroad by Vinay, J. P. and J. Darbelnet in the preface to their book *Comparative Stylistics of French and English: A Methodology for Translation* in 1959. In this book, they illustrate the reader's responses to the poor translations as well as the idiomatic parallel texts and express their dissatisfaction with the French-Canadian road signs (translated versions of the English signs commonly found in the USA), which differ basically from the original road signs in France. Snell-Hornby (2001) gives some native public directions in English and German in the book *Translation Studies, an Integrated Approach*, with an aim at making an investigation into the complex relationship between communicative function and natural language forms in order to derive some insights for translation theory.

In Carducci's (2002) *As Great As the World*), she points out that many Chinese make efforts to address the foreigners in English but fail–the menus are unreadable and the public signs are difficult to understand–which, more often than not, have been translated word for word. She also reminds us of the mistakes, some of which are ridiculous, such as "禁止吸烟" was translated into "No Burning" instead of "No Smoking", "禁止拍照" was translated into "No Flashing" instead of "No Camera/ No Photo Taking". In *Chinglish, Found in Translation*, Radtke (2007) presents many pictures with poorly-translated linguistic signs. He aims at telling those who intend to come to China that there will be cultural and linguistic shock by displaying the varieties of ridiculous Chinglish. He draws a conclusion that "Chinglish is not idiomatic English and…sometimes leads to ludicrous mistakes". He pinpoints many problems in the linguistic signs translation not caused by spelling mistakes but due to lack of understanding of the cultural context into which one must translate. In this book, Radtke also gives some suggestions for China's bilingual signs makers to improve their work.

In addition, Blake (2013) illustrated some wrong instructions and signs by means of a lot of photos collected by visitors on the blog, most of which are C-E bilingual linguistic signs with poor translations. The writer chooses some typical cases which are so confusing that it is impossible for foreigners to understand. For instance, "Landslides in Lounge" for "小心地滑" at the airport, "flesh juice" for "新鲜果汁", travelers are urged to pull "Emergency Door Cock" for the Chinese sign "紧急开门拉杆", and in the bus some chairs are designated for "the weak" and so forth.

1.2 Researches on Linguistic Signs in China

It was not until 1990s that the academic research on this topic was initiated in China. Though it has a very short history, many scholars and experts have already paid much attention to the problems and made great achievements in the C-E translation of linguistic signs. All efforts have been made with the purpose of creating a perfect language environment for those coming to China, hence, promoting the role and image of China in the world. They have endeavored to call public attention to the importance of C-E translation of linguistic signs. Amount of academic research has been conducted in this field and the progress made in the recent 10 years is great and evident, which has encouraged more and more scholars and specialists to be engaged in the study. This can be proved in the following parts in details.

In 1990, Duan Liancheng acted as a pioneer and delivered a paper *Appeal: Please Pay Attention to Foreign Publicity*, in which he points out many examples of translation errors in scenic spots, hotel billboards and public notices. In 1993, he published a book: *How to Help Foreigners Know China*, in which he summarizes the tough efforts that have been made in China to build better image in the world, making it clear that our communication skills in English should be improved. He also puts forward some useful skills about how to make the translated texts both enlivening and pellucid.

In 1998, Wu Weixiong published an article *The Translation of Chinese Public Signs*, in which he analyzes some common errors in C-E translation of linguistic signs, categorizing them into several types and suggests different strategies for each type.

From then on, more attention and interest have been aroused in this field. An increasing number of translators and scholars have been engaged in the study of this subject. A lot of academic researches have been conducted and more academic articles and books have been written and published. The research on this subject is mostly from the following perspectives—from the perspective of linguistics, pragmatics, rhetoric, error analysis, social and cultural perspectives, and functional perspective. Some of the authors worth noticing are Lü (2005), Zhang (2006), He (2006), He (2007), Pi (2010) and Shu (2010). However, most of the studies are made from the aspect of translation principles. Few papers explore the subject from the perspective of linguistic landscape, which makes it possible for our study from the new angle.

2. PROBLEMS AND SOLUTIONS

2.1 Problems with the C-E Translation of Linguistic Signs

Most linguistic signs are bilingual in order to convey full information and bringing convenience to foreigners' life. But the quality of the translation gives rise to

wide concern. There are various errors existing in current linguistic signs. Some errors in translation lead to misunderstanding or even conflicts. In the first symposium on the C-E translation of public signs in 2005, the former Chairman of Translators Association of China, Liu (2005), pointed out that "since the implementation of the reform and opening-up policy, there are more contacts between China and foreign countries. China has witnessed a tremendous achievement in the tourism industry. In achieving these accomplishments, the C-E translation of linguistic signs has been playing an indispensable role. But we should never neglect that there are still serious problems in C-E translation of linguistic signs, such as foreign publicity materials, advertisements, foreign publications, the signs in the shopping mall, the street signs and the introduction of the local scenic spots. Even in such metropolis as Beijing and Shanghai, the situation is not too optimistic. Some translations of linguistic signs are often regarded as confusing and ridiculous by foreigners, which seriously damage our country's image in the world." Based on the causes of the problems, these errors are usually classified into two types—linguistic aspect and cultural aspect.

According to Nord (2001, pp.74-75), translation errors mean any impede in reaching the purpose of attaining a special function for the target-text receiver in the translating process. She holds that if translation errors are defined as failure to implement the instructions involved in the translated texts, then translation errors can be categorized into four types: linguistic errors, pragmatic errors, text-specific errors, and the errors from the perspective of culture. She insists that translation errors at the linguistic level are caused by an inadequate translation when the focus is on language structures (as in foreign language classes). Nord (2001, p.66) also points out that the translator's incompetence in the source or target language causes the translation problems, such as in wording, syntax and super-segmental features between the two languages. Precision at the linguistic level is the most fundamental requirement for C-E translation of linguistic signs, with imprecision, pragmatic and cultural functions cannot be achieved in the target text. Here, the author analyzes the errors and problems with the translation signs from the linguistic perspective.

2.1.1 Lexical Errors
Lexicon (including words and phrases) constitutes the basic elements of language, which is the basic units of all statements. Lexical errors have much to do with the translators' language competence or their attitudes towards translation. When it comes to linguistic signs, lexical errors are the most common. Some translators use the wrong words or even use Chinese *pinyin* to mix with English words, which directly degrade the quality of the translation of linguistic signs or damage their functions and the producers' image. Examples are as follows:

Figure 1
Example1 of Lexical Error

Figure 2
Example 2 of Lexical Error

In Figure 1, it is a billboard of a camera store which deals in accessories apart from cameras. According to the Oxford Advanced Learner's E-C Dictionary, "accessory" means "thing that is a useful or decorative extra but that is not essential; minor fitting or attachment". In this context, the English counterpart for "器材" is "accessories". So the English version for this billboard should be "Camera Accessories".

In Figure 2, this is a sign board which appeals the people not to stride on the grass. The intention of the Chinese expression on the sign is to draw the people's attention to go roundabout. But the translation "Fangcaoqiqi Riding the Heren" is English mixed with Chinese pinyin. Foreigners may feel bewildered what it really means if they do not know Chinese. The appropriate version for this should be "Keep off the Grass".

2.1.2 Syntactic Errors
English and Chinese are of two completely different language families and systems, and the differences are embodied in the sentence structure. Syntax refers to the way that the words are put together to form phrases, clauses and full sentences, and it also reveals the relationship between lexemes and groups of lexemes.

These relationships may be contextually line, and hypotaxis is the characteristics of English while the Chinese language puts emphasis on parataxis. In terms of linguistic signs, Chinese and English versions have different focuses and sometimes the English version is simpler and more direct than its Chinese version. However, many translations of public signs neglect this and display a lot of syntactic errors. The following Chinese boards with English versions are cases in point.

Figure 3 is a restricting sign which warns the people not to swim in the lake because it is dangerous. But the translator translated it word for word and in a harsh tone which is not in line with the features of English language. It is also a superfluous translation. Actually it has a function of reminding the people of the danger. So the better translation should be "No swimming. No fishing. Be cautious while walking along."

Figure 3
Example 1 of Syntactic Error

Figure 4 is a prompting sign, and it tells people to be courteous, and not to make noises and keep quiet. But it was also translated literally. The correct translation is "Be polite and keep quiet," which concisely reveals the real intention and meaning of the sign.

Figure 4
Example 2 of Syntactic Error

Syntactic mistake was made in Figure 5. It is a word-for-word translation and words are put together in disorder, making the readers be confused about it. Better translation should be "Please do not throw things outside.

Figure 5
Example 3 of Syntactic Error

2.1.3 Pragmatic Errors

Pragmatics is the study of the way words and phrases are used in writing and speech to express meanings, feelings, ideas. In English signs harsh words are rarely seen and unwelcome. The two cultures take a distinct set of values, which are also reflected in their languages. Culture shock may happen due to translation failure on detailed cultural items caused by the translators' ignorance of cultural difference. They translate the signs just literally or word for word without considering the appropriateness from the pragmatic perspective. A typical example is the translation for "老弱病残孕专座", we Chinese cherish age as valuable treasure and believe that senior people are always wiser and more experienced than youth and always show respect for them. And we also tend to show sympathy to the sick and disabled people. However, in western countries, people value youth more and they don't have to give privileges to the aged. Seniors themselves are not comfortable in cases of being called the old, because such an address may implicitly refer to being useless. So it is improper to translate this item into "Seats for the senior, sick, disabled and pregnant.", and "Courtesy Seats" should be more reasonable and considerate. More examples are presented as follows:

Figure 6
Example 1 of Pragmatic Error

Figure 6 shows a linguistic signs in the supermarket which may be regarded as a joke by the foreigners and make them very embarrassed. Actually, it refers to the section where customers can get dried food. So it should be corrected as "Dried Food in Bulks"

Figure 7
Example 2 of Pragmatic Error

Figure 7 displays two Chinese traditional dishes, the names of which contain interesting stories or allusions. But the translators have no knowledge of it and translate it literally. "Husband and Wife Lung Slice" may scare the dinners when they the correct English versions for this two dishes are "sliced beef and ox tongue in chili sauce; boiled sliced donkey flesh."

2.2 Causes

The errors in C-E translation of linguistic signs are due to various causes. According to the theory of linguistic landscape, linguistic signs involve many factors, such as producers–government, institution, organization and individuals which set up the signs, messages (monolingual and bilingual information, symbols and characters), the readers' response towards the signs and translator's competence of source. Main causes are discussed in the following.

2.2.1 Negligence of the Producers

According to the theory of linguistic landscape, linguistic landscape is artifact of a government, which is a reflection of the overall language policies of a country or region and the degree of the internationalization. So it is the governments which do not pay enough attention to the quality of the linguistic signs and reinforce the effective policies that lead to some ridiculous mistakes in the signs. Some linguistic artifacts within a linguistic landscape, may present the deep roots of the cultural identity and aspirations of its members, such as signs and advertisements of local businesses, notices posted by individuals and other locally produced tokens. In China, some organizations establish bilingual linguistic signs just aim to give the audiences an impression that it is modern and has an internationalized flavor without considering the appropriateness of the translation. In a given community, there are just a small number of residents who have a high proficiency in English. Therefore, when most people see the signs with errors, they are unable to detect them, let alone point them out. Even though some of them realize the mistakes, they may take an indifferent attitude toward it.

2.2.2 English Incompetence of the Translators

Some translators are regarded as experts in reading English but poor in using the language in actual situations. Translators' competence in language mainly refers to their command of both the source and the target languages. As Nord (2001) puts it, linguistic mistakes are often made due to deficiencies in the translator's source or target language competence. On one hand, they are not competent enough to do translating work; on the other hand, they take an irresponsible attitude in doing the translating work without referring to reference books or specialists in this field. Examples are as following:

Figure 8
Example 1 of Translator's English Incompetence

Figure 9
Example 2 of Translator's English Incompetence

Actually, some mistakes like spelling or grammatical mistakes can be avoided if it is not due to carelessness of the translator that the linguistic signs are translated wrongly. In addition, some errors are caused by the translator's incompetence to transfer the information from one culture to another different culture correctly, which will lead to lexical errors or pragmatic errors. Furthermore, it is essential for translators to have a good command of the features of linguistic signs, as the translation of linguistic signs, in some sense, is different from that of other genres What's more, it is inevitable for translators to be under the influence of Chinese culture in the process of translation, resulting in discrepancy in information transmission and consequently failure in communication.

2.3 Suggested Solutions to the Problems

According to the Hymes' (1972) "SPEAKING" pattern in language interaction, the eight elements–setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre–are determinative in achieving the goals of language communication. All the skills adopted in translation are aimed to reach this goal, that is, to have a successful information transmission. Based on Hymes' "SPEAKING" pattern, the author suggests the following solutions and strategies:

2.3.1 Cross-Cultural Awareness and Adjustment Enhancing Cross-Cultural Awareness

Nida (2001, p.78) holds that "since culture is defined succinctly as the 'the totality of beliefs and practice of a

society', nothing is of greater strategic importance than the language through which its beliefs are expressed and transmitted and by which most interaction of its members takes place." We should admit that the culture is transmitted by language while the language in return may shape the culture and thinking pattern of certain community. In the opinion of Zhang (1983, pp.12-13), if the expression of the target text is incompatible with the intended meaning of the source language, free translation should be adopted without considering the forms of the source text. Many linguistic signs contain rich cultural meanings which are the most difficult parts for foreigners to understand. Translation is a cross-cultural communication activity and it is not merely the translation of language symbols but also the translation of one culture into another. Therefore, it is of great significance for the translators to have cross-cultural awareness, which is essential to deal with various problems of cultural differences in the process of linguistic signs translation. Translators should use the cross-cultural communication as a guide to adopt suitable translation methods to ensure that the correct information can be transferred to readers of the target language. Being sensitive to the cultural differences is one of the crucial qualities for a qualified translator. In this sense, enhancing the cross-cultural awareness is the key to improve the quality of linguistic signs in translation.

2.3.2 Adjustment

It is not always necessary to translate all the linguistic signs into English, since they are exclusively written for Chinese people with typical Chinese characteristics. In most cases this kind of signs is established to remind Chinese people of their bad habits and uncivilized behaviors, which, to some extent, are uniquely Chinese. The translation of such signs may, on the one hand, bewilder foreigners, and on the other hand, damage the image of Chinese people. Some typical examples are as follows: "禁止随地大小便，禁止乱刻乱画" "小商小贩禁止入内" "少生孩子多种树，少生孩子多养猪，" "不要文盲妻，不嫁文盲汉" "不要乱抛杂物" and so forth. In such cases, if translators translate the Chinese linguistic signs into English faithfully and vividly, even the meaning is transmitted accurately and has perfect rhyme, the result will be different, because the westerners will take it as a joke or they will look down upon Chinese. With regard to such signs, no translation is a good choice.

2.3.3 Improve the Translators' Professionalism in Translation

First of all, translators should be aware of the features of linguistic signs to language both in Chinese and in English, which are key elements that make it distinguishable from other text types. A translator should take these characteristics into account to realize the functions of sign translation.

Secondly, linguistic signs are usually short and

sometimes not in evidence. However, they are of great importance in our life. Therefore, the translators should be sensitive to linguistic signs in public places and try to collect information concerning signs of translation as the first-hand materials.

Thirdly, it involves the translator's morals including the translator's competence as well as a translator's responsibility in the translation process. A translator's competence means both his/her linguistic competence and cultural sensitivity. A proficient translator should not only sharpen his/her skills and command of both languages but also should be well equipped with cultural-awareness. As to the translator's responsibility, some spelling and grammatical mistakes are made by the translator's negligence or irresponsible attitudes. With regard to this, Mr. Lin Yutang proposed three main principles concerning the translator's sense of responsibility–the translator's responsibility for target language readers; the responsibility for the original author; the responsibility for art. These principles are also applicable to the translation of linguistic signs.

All in all, the translator should improve his/her competence and sense of responsibility for translation.

2.3.4 Translating Techniques
2.3.4.1 Borrowing

Linguistic signs are an indispensable segment in modernization of a given city. Actually, there have been some internationally accepted and standardized linguistic signs. Nowadays, the standard expressions on linguistic signs are widely applied in English-speaking countries. Linguistic signs usually contain the similar meaning and function across different countries, though they are written in different languages. Therefore, we can directly borrow the same standard expressions from their counterparts. This method is strongly recommended to those translators who are not quite proficient in English but are required to do the translation work. Guided by this method, the translators can avoid many errors as Chinglish which frequently appear in domestic linguistic signs. With more and more standardized versions brought into China, borrowing has become more accessible to many Chinese translators. A number of linguistic signs containing the same functions may refer to the existing English expressions. For instance, "特惠" is translated into "Sale" or "On Sale", "专用车位" is "Authorized Personnel Only", "此路不通" is translated into "Dead End", "注意碰头" is "Caution: Low Ceiling/Mind Your Head", "收银台"（Cashier），"单程票"(One-way Ticket), "已售罄"（Sold Out）

Other examples such as: "打五折" is not "50% discount" but "50% off"; "候机大厅" is not "Waiting Hall" but the idiomatic expression "Departure Lounge"; "紧急通道，保持畅通" is "Emergency Exit, Keep Clear." "老、弱、病、残、孕专座" is not "Seats for the elderly, sick, handicapped, and pregnant women" but should be translated into "Priority Seat".

2.3.4.2 Imitation

Some texts on linguistic signs are written with typical Chinese characteristics. In many cases, we cannot find a totally corresponding version in the English-speaking countries. In this sense, translators are recommended to imitate the similar expressions in English, which helps to avoid too explicit, imposed signs or with uncommon words and vulgar slang translation. Imitation seems to be a good choice to make a similar English version based on the existing English linguistic signs or some famous English quotations, proverbs, and poetry so that the target readers can achieve an effective understanding. Here are two examples:

(a) 给我一点爱，还您一片绿 (Love me tender, love me more, and you will have a green world in return.)

The translation for this sign is imitating a famous English lyric song "Love Me Tender, Love Me More". The Chinese sign appeals to the people to protect the environment with an aesthetic and appellative expression. The translator provides the target readers with the same effect by imitating the famous English lyric song.

(b) 桂林山水甲天下 （East or West, Guilin Landscape is best.）

We are very familiar with the famous English proverb "East or West, Home is best." By imitation, the readers can fully understand the meaning of the tourism sign and better appreciate the beauty in Guilin landscape.

More instances such as "鱼米之乡" is translated into "land of milk and honey", "济公" is translated into "Chinese Robin Hood".

2.3.4.3 Addition

Adding the word in translation is to better convey the meaning of the original text. As the foreigners are not aware of the implied cultural meaning, it is necessary to make clear the meaning that is implicit in the original text in translation.

Instances such as: "三下乡" can be translated into "Bring Culture, Science and Technology, Hygienic Health to the Countryside".

"发展才是硬道理" said by Deng Xiaoping, "发展" refers to economic development, which cannot be simply translated into "development" or "growth", it should be translated into "Economic growth is most important" , adding the information "economic growth".

In China, there are many tourism signs containing rich Chinese cultural meanings which are familiar to us but be new for the foreigners. In translation, it is necessary for the translators to add the information that helps the target readers to achieve the effective understanding.

For example: — "经过北魏、北周、隋、唐、五代、北宋、西夏、元等11个王朝的不断开凿,现尚村壁画和彩塑的窟洞约492个"—

Some 492 of the caves superb murals and colored statues executed through 11 dynasties and kingdoms including the Northern Wei (386-534), Western Wei (535-536), Northern Zhou (557-581), Sui (581-618), Tang (618-907), Five Dynasties (907-960), Northern Song (960-1127), Western Xia (1038-1227) and Yuan (1271-1368)"

The Chinese sign gives the information of the dynasties to show the long history of Mogao Grottoes. Chinese natives are familiar with the names of the different dynasties, while the foreigners are ignorant of it. So the information in the bracket is added to help the target readers to understand the sign adequately.

2.3.4.4 Omission

Some localized public signs are setting up to modify and remind local people's behaviors. As for such signs, it is unnecessary to translate it into English. Some words in the source text do not make any sense for the understanding of the whole text due to irrelevance, repetition or just emphasis on tone. This kind of words should be omitted or deleted. And some signs are set up completely aiming at national or local citizen's needs or accord with their behavior norms, which are strange to the English-speaking countries.

Example like "全国省、市劳模和英模（凭有效证件）免费参观"（Free for Nationwide Provincial/Ministerial-Grade Model Workers or Heroes）Evidently, "Nationwide Provincial/Ministerial-Grade Model Workers or Heroes" only make sense to Chinese natives. So it is unnecessary to translate it into English.

Another example "随地吐痰乞人恨, 罚款一千有可能, 传播肺疾由此起, 卫生法例要遵行." Spitting randomly is a commonly found in China while it is rarely seen in English-speaking countries. If translators translate the sign into English faithfully, fluently and vividly like the Chinese rhyme, the result will be different, because the westerners will take it as a joke or they will look down upon Chinese. Such signs as this, the translator can adopt the method of omission.

CONCLUSION

Linguistic signs play a significant role in public places. In order to strengthen the relationship between China and the other countries and attract more foreigners, most signs are written bilingually. But the C-E translation of the signs determines whether the function can be achieved or not. Some improperly or even mistakenly translated versions make foreigners confused or even lead to conflict, and they may damage China's international image. Only when translators take the translation seriously can linguistic signs play a positive role of information transmission.

The author of this paper finds that the current status of English translation of Chinese linguistic signs is far from being satisfactory. Various errors, such as lexical errors, syntactic errors, and pragmatic errors are commonly found, which seriously affect the accurate transmission of information and the implementation of function. It is urgently necessary that we correct the errors and standardize the C-E translation of the linguistic signs.

This paper investigates the C-E translation of linguistic

signs from the perspective of linguistic landscape in the hope that people should notice the function of the organization that set up the signs and their responsibility for the errors. And the whole neighborhood's knowledge of the foreign language also plays an important role in the quality of C-E translation of the signs. In linguistic landscape, the purpose of setting up bilingual signs also affects it. More evidently, government's policy and the degree of attention focused on especially impact the C-E translation of the signs, in turn, the government's policy and attitude are determined by the extent of modernization of the given place. In addition to that, the translator's competence of language and his responsibility are key factors in achieving a satisfactory translation of the linguistic signs.

Based on these findings, this paper proposes three solutions for C-E translation of linguistic signs, respectively from the aspect of cultural awareness and adjustment, the translator's role and some linguistic techniques in translation of linguistic signs.

It is no doubt that any study has its limitations. It is no exception of this paper. Owing to limit of time, collection of data and the author's competence, there is something not inclusive.

First of all, the examples cited in this thesis are not sufficient. Linguistic signs cover a wide range, and change frequently. The problems mentioned in this paper are only a tiny part of the real problems. It would be better if quantitative analysis was to be made, and more examples from more various sources had better be collected so as to make the paper more convincing and acceptable.

Secondly, more analysis of the examples should be made in a contrastive way—compare the official signs and the non-official signs to illustrate the errors. The perspective of linguistic landscape just provides only one way of the direction of analyzing the translation of the signs, which, to some extent, ignore other theories.

Finally, some of the translation versions provided in this paper have not been applied in practical fields and some need to be improved. Practice makes perfect. The more practice the translator is engaged in, the better the translations will be.

In view of the current situation of C-E translation of linguistic signs, many errors are due to the translator's incompetence or inexperience in language using, the author suggests more efforts and research should be made in the study of the connection between the linguistic signs and the language education. Also the study of linguistic signs translation combined with other subjects is another aspect of the research. All researches have done with only one goal: arouse the awareness of importance of bilingual or even multilingual linguistic signs in hope of building an international environment without language barriers as an example of the new icon of globalization.

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