

Original Paper

A Study on English Translation of Museum Guide Texts from the Perspective of Translation Shift Theory

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Abstract

Museum guide text is an important carrier for cultural communication of cultural relics, and the quality of its translation directly affects the international audience's interest in and cognition of cultural resources. Based on the theory of translation conversion, this paper explores the language conversion strategy in the translation of museum texts and its cultural communication effect by combining the Chinese and English text examples of the guide language of Sanxingdui Museum. It is found that the translation strategies of hierarchical conversion and category conversion can effectively overcome the language differences and cultural gap between Chinese and English, so that the translated text retains the original connotation and conforms to the acceptance habits of the target language readers. This study provides practical references for the translation of museums' foreign propaganda texts and helps the international communication of Chinese cultural heritage.

Keywords

Translation Shift Theory, Museum Guide Texts, Sanxingdui, Translation Strategies

1. Introduction

Museum is an important way of cultural dissemination and export, and a bearing place for cultural presentation (Shan, 2010). The guide text is the embodiment of the core communication ideas and concepts of the museum, carrying the internal dissemination of public knowledge, public education, external dissemination of Chinese culture, promote the spirit of the nation's dual mission, the quality of its translation has a direct impact on the effect of external dissemination of national culture and knowledge. The study of English translation of museum texts is of practical significance. Literature shows that the English translation of museum guides, including the explanations of the names of cultural relics, the explanatory words of museums, and the texts of exhibitions, has the characteristics of accurate wording,

concise and clear, logical and rigorous, and easy to understand, and presents the features of professional and accurate words, concise and concise sentences, and smooth and fluent translations in terms of style. Sanxingdui is the core site of ancient Shu civilization, and its unique bronzes, sacrificial system and gold artifacts prove the unity of Chinese civilization, and these artifacts fill in the blank of the research of early civilization in the Yangtze River Basin. The English version of the guide language accurately translates the functions of artifacts and religious symbols, breaks down the barriers of cultural cognition for the global public, and promotes the Sanxingdui site from an archaeological site to a globally shared carrier of civilizational memories, and provides a discourse foundation for international dialogues in reconstructing the genealogy of early Chinese civilization. In this paper, we analyze the English-Chinese bilingual text of the guide language in the new hall of Sanxingdui Museum (all text samples are taken from the pictures of the guide language taken by the author in Sanxingdui Museum and transcribed in Word document to retain the content and format of the source text), and summarize the strategies of the English translation of the guide language under the guidance of the theory of translation and conversion, so as to provide references for the research on English translation of guide language in other museums and even the domestic museums.

2. Overview of Translation Transformation Theory

Since the 1950s, a linguistically oriented approach to translation research has emerged in the Western academic world, and the concept of “translation shift” was first proposed by Catford (1965) in his *Linguistic Theory of Translation*, which defines ‘shift’ as “the departure of the source language from its formal counterpart in the process of entering the target language” (Catford, 1965). Catford divided conversion into two categories: level shift and category shift. Level shift refers to the conversion of language levels in the translation process, and category shift refers to the formal disengagement of two languages in the translation process, involving four forms: structural conversion, category conversion, unit conversion, and internal system conversion (Munday, 2016). In addition, the concepts of “textual equivalence” and “formal correspondence” are also proposed in the book. If textual equivalence and formal correspondence cannot be realized at the same time in the translation process, the translator needs to carry out translation conversion. Some scholars in the academic world have constructed a more complex research paradigm for translation conversion theory. However, these research paradigms still have certain limitations in terms of the applicability of translated text analysis and its guiding value for translation practice. Taking Kuven-Zwart's translation conversion model as an example, this theoretical system is recognized by the academic community as the most systematic and comprehensive framework for translation conversion research. However, through comparing other researches, it is found that compared with Catford's translation shift theory, Zwart's model is too complicated due to its classification system, which must undergo systematic academic training and in-depth research before it can be applied in practice (Munday, 2016). Thus, Catford's translation transformation theory shows obvious comparative advantages in terms of practicability and ease of application.

Existing studies on the translation of outreach texts have mainly focused on functionalist theories and the exploration of cultural adaptation strategies. Reiss and Vermeer (2014) put forward purposivism, which emphasizes the importance of the target audience's expectations and the cultural contexts in translation. Dann (1996) suggested, with regard to the characteristics of tourism texts, that such texts tend to attract potential tourists through persuasive linguistic and cultural references, and that their discourse construction requires cultural adaptation by the translator in cross-cultural conversion. Catford's theory of translation shift is more often used in the language English translation of informational texts, scientific and technological texts and educational texts. At present, there are fewer studies on the application of translation transformation theory to the translation of museum guides. As far as linguistic theory and translation practice are concerned, Baker (1992) discussed the practical value of translation conversion theory, but did not specifically explain its relevance to the translation of museum guided tours, and Munday (2016) did not explore the translation of tourism outreach texts, a special category, when he systematically sorted out the theory of translation. Existing studies usually focus on macro-level strategies, such as cultural adaptation and functional equivalence, but lack a detailed linguistic analysis of the transformations occurring at the micro-level in the translation process. Therefore, the translation practice of combining Catford's theory of translation transformation with the translation of museum guided tours is of some significance for the future translation of such texts.

3. English Translation of the Sanxingdui Museum Guide Text

Museum guide languages are interpretive texts provided by museums for visitors to understand the exhibits, which are usually presented in the gallery space in the form of labels, panels, brochures, audio narration or digital guide (Li, 2018). Researchers generally point out that museum guide texts have distinctive features: first, guide texts possess highly condensed information. Second, the text is rich in a large number of cultural proprietary items involving historical allusions, art genres, religious beliefs, canonical rules and regulations, and monikers of cultural relics. Thirdly, the language of the guide assumes a variety of functions. Finally, at the linguistic level, the guided tour language is characterized by linguistic simplicity. These features require the translator to overcome the difficulty of conversion brought about by the different syntactic structures in the process of translation, as well as to ensure the reconstruction of discourse coherence in the target language, so as to ensure the logic of the translation is clear, fluent and natural.

As an important ancient cultural site in Southwest China, Sanxingdui has become an important window for the spread of Chinese culture to the outside world, and its rich historical connotation and unique cultural charm have attracted countless domestic and foreign tourists. The theme of the new Sanxingdui Museum is “Awakening after Millennia, Astonishing the World”, which is divided into three exhibition areas, including 17 units of Chinese and English bilingual guide text. The core objective of the guide language of Sanxingdui Museum is to interpret the historical lineage of ancient Shu civilization in an all-round way, and to reveal the spiritual world of ancient Shu ancestors with “divinity” as the core (Lyu,

2022). In order to realize this exhibition purpose and strengthen the effectiveness of cultural dissemination, translators need to accurately grasp the deep logic and narrative intention of the text in the translation process, avoid sticking to literal conversion or formal equivalence, and should base on the holistic strategy of the discourse, and through systematic linguistic reconstruction, so as to make the translated text not only faithfully convey the historical information carried by the cultural relics but also effectively activate cognitive resonance in the cross-cultural context, and ultimately realize the depth and breadth of international dissemination of the Sanxingdui culture.

4. Case Study of the English Translation of the Sanxingdui Museum Guide Text

The main target readers of museum cultural relics translation are international friends who are interested in Chinese traditional culture, which belongs to the category of foreign propaganda translation. The purpose of such translation is mainly to introduce cultural relics to the international community. As the cultural crystallization in the long history of China, cultural relics are the concrete reference for people to understand the economy, society and culture of China in different times (Huang & Li, 2007). Therefore, the role of translation of cultural relics in museums is very important.

4.1 Level Shifts

In the translation of museum outreach texts, level-shifts are indispensable. Level-shifts occur when there is no English equivalent in the target language (Huang & Li, 2007). There are obvious differences in the grammatical systems of the two languages, “Chinese grammar is characterized by covertness, while English grammar is characterized by overtness” (Table 1) (Chen, 2000). The differences in grammatical structure between English and Chinese require translators to make a hierarchical shift - between grammar-vocabulary - in the translation process to realize the translation of the meaning of the original text.

Table 1. Comparative Analysis of Implicitness and Explicitness in Language (Chen Hongwei, 2000)

Classification	Covertness	Overtness
Definition	The transformation between source and target languages at linguistic levels (e.g., grammar, vocabulary) is naturally embedded in the translation without requiring additional markers or explanations.	The transformation between source and target languages at linguistic levels requires explicit devices (e.g., amplification, structural adjustment), potentially leaving traceable marks in the translation.
Examples	English tense (grammar level) → Chinese temporal adverbs (vocabulary level) “He has left.” → “他已经离开了。”	Chinese verb-complement structure (vocabulary level) → English prepositional phrase (grammar level) “跑得快” → “run fast” (covertness) vs. “run at high speed” (overtness)

4.1.1 Shifts from Grammatical to Lexical Levels

From the perspective of linguistic typology, English as a flexionist language expresses the concept of time through tense and stative changes of verbs, distinguishes quantities through singular and plural nouns, and reflects the tone of voice with the help of specific syntax. In contrast, Chinese as an isolating language relies mainly on lexical means: using temporal adverbs and stylistic markers to express temporal and stylistic meanings, distinguishing quantities through a system of quantifiers, and conveying tones by means of intonational auxiliaries and modal adverbs (Xu & Gao, 2010). This difference reflects the fundamental difference in grammatical expression between morphological and non-morphological languages. If the grammatical form of the source language cannot be expressed in the target language using a similar grammar, the translator can use level shifting to convert the grammatical form into a lexical form to express the original meaning.

Example 1:

ST: 1986 年，两个祭祀坑的发现“一醒惊天下”。

TT: The discovery of two sacrificial pits in 1986 caused a sensation, which attracted the attention both domestically and globally.

In the source text, the phrase “一醒惊天下” has a strong literary character and infectious power. The Chinese text uses concise and impactful expressions to emphasize the great impact of the discovery of the Sanxingdui sacrificial pits, forming an imaginative and emotional expression. This kind of poetic expression is difficult to be expressed in grammatical form in English translation, and needs to be taken as a hierarchical conversion. The translator converts it into “caused a sensation” and “attracted the attention both domestically and globally”. “cause a sensation” directly translates to “引起轰动”, and “attract attention” means “吸引注意力”, and “domestically and globally” clearly indicates the scope of influence both domestically and globally. The translation converts the relatively vague and poetic level of grammatical expression in Chinese to the concrete and real level of vocabulary in English, which makes the translation more in line with the comprehension habits of English readers and accurately conveys the meaning of the original text.

Example 2:

ST: 三星堆位于成都平原北部，这里气候温润、土壤肥沃、物产丰富。

TT: Sanxingdui is located in the northern part of the Chengdu Plain, where the climate is mild, the soil is fertile, and the natural resources are abundant.

“气候温润、土壤肥沃、物产丰富” is a typical loose sentence composed of juxtaposed phrases in Chinese, which is grammatically presented more by semantic juxtapositions without strict connectives or specific syntactic norms. When translating into English, it is necessary to add vocabulary to express the virtual meaning of the juxtaposition, and the translator converts them into definite clauses led by “where”, “the climate is mild”, “the soil is fertile”, “the natural resources are abundant”, which expresses the meaning of the original text through three specific vocabularies and standardized grammatical structures. The translation is converted from the Chinese grammatical layer to the English lexical layer, which not only

conforms to the English grammatical rules, but also accurately conveys the content described in the original text.

4.1.2 Shifts from Lexical to Grammatical Levels

Similarly, if a lexical form in the source language cannot be expressed in the target language using the corresponding lexical equivalent, the translator can use hierarchical transformation to convert the lexical form into a grammatical structure to express the original meaning.

Example 3:

ST: 百年逐梦，矢志追求。几代学人筚路蓝缕，薪火相传，谱写了三星堆考古的世纪华章。

TT: Over the past century, dedicated scholars have pursued their dreams and strived for excellence. Generation after generation has carried the torch, contributing to the magnificent chapter of Sanxingdui archaeology.

In the original text, four-character phrases such as “百年逐梦”, “矢志追求”, “筚路蓝缕”, “薪火相传” are not only carrying specific time dimensions and emotional values, but also profound cultural images and literary aesthetic features. The translator adopts a lexical-to-grammatical shift strategy, in which the concept of time is characterized grammatically by the prepositional phrase “Over the past century”, and the continuity of action is represented by the present perfect tense structure “have pursued/have strived/has carried”. action continuity is grammatically encoded by the present perfect tense structure “have pursued/have strived/has carried”, which not only retains the time span meaning of the original text but also conforms to the normative requirements of the English tense system; the logical relationship is revealed by the syntactic device of the present participle phrase “contributing to...”. This conversion mechanism from the lexical level to the grammatical level not only reflects the typological differences between the Chinese and English language systems (isolated vs. inflected, see Table 2) (Haspelmath & Sims, 2013), but also shows the translator's creative use of the target language's grammatical resources, so that the translated text is faithful to the cultural connotations of the source language and conforms to the norms of the transliterated language.

Table 2. Inflectional vs. Isolating Languages: Key Differences (Haspelmath, M., & Sims, A. D., 2013)

	Inflectional Language	Isolating Language
Definition	Words change form (inflect) to indicate grammatical relationships (e.g., tense, case, gender).	Words are invariable; grammar relies on word order, particles, or context.
Word Morphology	Extensive use of bound morphemes (prefixes/suffixes).	Minimal/no inflection.
	• Syncretism: Single affix encodes multiple features.	Words are typically monomorphemic. Example: Mandarin 吃 (chī, "eat") → 吃了 (chīle, "ate"; past

Representative Language	Latin, Russian, Arabic, Sanskrit, Old English	marked by particle 了). Mandarin, Vietnamese, Thai, Yoruba
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4.2 Category Shifts

Category shift refers to the constituents concerned deviate from their formal counterparts and belongs to the same linguistic level (Huang & Li, 2007). Category shift includes structure, class, rank and internal system shift. The application of internal system shift is generally less, and it is not reflected in the English translation of the Sanxingdui Museum guide language, so we will not analyze it in detail here.

4.2.1 Structure Shifts

Structure-shifts refer to the mandatory or selective adjustment of grammatical structures in the translated text relative to the original text, which is a kind of shift that can take place at all levels, and is also the most frequent category shift (Zheng & Cao, 2011). Structural shifts between English and Chinese mainly include active and passive shifts, affirmative and negative shifts, and shifts between subject-prominent in English sentences and topic-prominent in Chinese sentences. At the syntactic level, the differences between Chinese and English in terms of sentence structure, word order and grammar require the translator to make appropriate conversions in the translation process to keep the sentences smooth and coherent.

Example 4:

ST: 20 世纪 80 年代开始的科学系统发掘, 对遗址分布范围、文化面貌和年代序列有了新的认识, 将巴蜀文化研究引向深入。

TT: In the 1980s, scientific systematic excavations began, leading to new insights into the distribution, cultural aspects, and chronological sequence of the site, which propelled the research on the Ba-Shu culture to a deeper level.

In Example 4, the original text uses “科学系统发掘” as the subject and the active voice to express the process of the action, while the English translation transforms it into the passive voice “scientific systematic excavations began”. This shift transforms the implied doer (archaeologists) into a recipient, shifting the focus of the sentence from the doer of the action to the action itself and its effects. “对遗址” This prepositional construction establishes the thematic status of the site's research in a deep semantic sense. The English translation establishes the thematic status of the study of the site through the present participle phrase “leading to new insights into...” and the determiner clause guided by the relational pronoun “which”, the English translation sets “new discoveries” and “research on Ba Shu culture” as the core of different information units, which not only preserves the main idea of the original text, but also It not only retains the main idea of the original text, but also utilizes the unique syntactic hierarchy of English to build up an information network, so that the two themes of new discoveries of the ruins and the deepening of the cultural research of Ba Shu are organically related.

To sum up, the structural transformation of the English translation reflects a threefold strategy: (1) redistributing the focus of information through the subject-passive voice transformation; (2) reinforcing the logical relationship between propositions with the help of the English syntactic structure; and (3) completing the transformation from the subject-important to the theme-important by using participial structure and compound sentences. These treatments not only reflect the essential differences between Chinese and English languages in the mode of thinking and expression, but also maintain the professionalism and logical coherence of the archaeological discourse.

Example 5:

ST: 金杖是古蜀王国最高权力的象征，黄金面具与黄金面罩具有特殊意义。

TT: The gold scepter symbolizes the highest authority of the ancient Shu kingdom, while the gold masks hold special significance.

Example 5 takes “金杖” and “黄金面具及面罩” as the focus of the topic, through the judgmental copula ‘是’ and the attribute description “具有” to form a topic highlighting structure. The corresponding English translation implements the syntax to establish “the gold scepter” and “the gold masks” as the subject, with the predicate verbs ‘symbolizes’ and “hold” respectively. This kind of transformation reveals the essential difference between Chinese and English - Chinese relies on topic chains to advance the information flow (e.g., the zero-subject articulation of “the gold staff, the gold masks”), whereas English has to rely on explicit subject-predicate structures to guarantee syntactic integrity. For example, Chinese can use zero-subject structure to continue the topic chain, while English needs to explicitly repeat “scepter” as the subject and establish a contrastive relationship with the use of the transitivity conjunction “while”.

This kind of conversion maps out the typological differences between Chinese and English languages: English is a subject-expressive language, whose syntactic system strictly follows the principle of subject-predicate axis, which is reflected in the mandatory requirement of subject for all basic sentence types except imperative sentences; Chinese is a topic-expressive language, whose subject can be implicitly articulated through the deeper semantic framework, and can be topicalized according to the linguistic demand (Xu & Gao, 2010). In cross-language conversion of museum texts, this typological difference requires the translator to implement dynamic subject reconstruction: not only to maintain the topic continuity of the source language, but also to construct a syntactic framework that conforms to the subject-predicate norms in the translated language. Specifically, when dealing with Chinese thematic chains, English subject-repetition strategies, relational clause nesting, and logical connective manifolds can be used to achieve adaptive cognitive modes while maintaining the accuracy of professional expressions.

4.2.2 Class Shifts

Class-shifts refers to the translation of source language lexical items with different target language lexical items (Zheng & Cao, 2011), which also refers to the lexical shift between English and Chinese. Due to the differences in lexical properties and categories between English and Chinese, translators need to make

necessary adjustments in the translation process to maintain the accuracy of vocabulary and fluency of expression.

Example 6:

ST: 20 世纪 50、60 年代的考古调查和试掘。

TT: Archaeological investigations and trial excavations conducted in the 1950s and 1960s.

The source language uses the verb phrases “调查” and “试掘” to directly characterize the act of archaeological operations, while the English translation converts them into the noun forms ‘investigations’ and “trial excavations”. This treatment constitutes the category shift from verb to noun in Catford's theory of translation category shift (Catford, 1965), which is deeply motivated by the typological differences between the Chinese and English language systems: the strong verbal preference of the Chinese language allows for the direct presentation of a sequence of actions through a series of verbs, while the grammatical preference of the English language shows a tendency towards nominalization, which achieves the information density of the discourse and strengthens the academic objectivity by encoding the dynamic processes into static concepts. The translation of “试掘” into “trial excavations” retains semantic precision while adapting to the syntactic requirements of the English subject-predicate framework through the nominalized structure, which not only avoids the redundancy caused by verb repetition, but also highlights the systematic character of archaeological methodology. This dialectical treatment confirms the principle of dynamic coordination between “formal correspondence” and “textual equivalence” put forward by Catford - when the Chinese verb-centered structure conflicts with the English nominalization paradigm, the translator reconstructs the information structure through category conversion, so that the translated text not only conforms to the cognitive processing mode of the target language, but also meets the strict requirements for professional accuracy of the museum text (Yang, 2016).

Example 7:

ST: 随着考古工作的推进, 城墙、大型建筑基址等重要遗存发现, 三星堆古城格局逐渐明晰。

TT: As archaeological work progressed, important remains such as city walls and the foundations of large buildings were discovered, gradually revealing the layout of the ancient city of Sanxingdui.

In Example 7, the word “逐渐明晰” constitutes the syntactic combination of “adverb + adjective”, which together describe the temporal evolution of the pattern of the old city. The translator directly translates “逐渐” into the adverb “gradually”, and converts the adjective “明晰” into the verb participle form “revealing”, while conveying the semantic connotation of the original adjective through the progressive tense. This process constitutes a complex category shift, which is centered on the fact that English needs to emphasize process features by means of the dynamic form of the verb. The Chinese static description “明晰” is reconstructed in the translation as a dynamic process “revealing” in order to conform to the requirements of the English tense system. The adverb “gradually” retains the temporal gradualism of the original text, while the verbalized transformation realizes the transition from static description to dynamic process, so that the text fits the narrative logic of English better. The transformation reflects the adaptive

adjustment of categories in Catford's theory, which effectively harmonizes the structural differences between the Chinese and English tense and morphology systems.

4.2.3 Rank Shifts

Rank-shifts are a form of disengagement in the translation process in which the translation equivalent of a unit on a certain rank in the source language is a unit on a different rank in the translated language (Zheng & Cao, 2011). It also refers to the conversion between five linguistic units: sentence, clause, phrase, word and morpheme. Due to the differences in units between English and Chinese, translators need to make necessary adjustments in the translation process to maintain the integrity of the sentence and the accuracy of expression.

Example 8:

ST: 他们应是古蜀王国信仰世界中的祖神或天神，被供奉于神庙殿堂之上，受人顶礼膜拜。

TT: They are believed to represent ancestral or celestial deities in the religious world of the ancient Shu Kingdom and were worshipped and revered in temple halls.

The original text consists of two syntactically independent declarative clauses: "They should be the ancestor gods or heavenly deities in the belief world of the ancient Shu kingdom" (judgmental sentence) and "They were enshrined in the temple halls and worshipped by the people" (passive sentence). The two clauses are implicitly articulated through semantic correlation, using zero-form articulation (i.e., no explicit connectives). The English translation integrates the two independent clauses into a compound sentence through unit conversion, in which 1) the judgment sentence is transformed into a compound predicate structure of "are believed to represent..."; 2) the judgment sentence is transformed into a compound predicate structure of "are believed to represent..."; 3) the judgment sentence is transformed into a compound predicate structure of "are believed to represent...". According to Catford's theory of translation transformation, this treatment belongs to the rank demotion in "unit transformation" (Huang & Li, 2007): the independent clauses (clause rank) in Chinese are compressed into parallel predicative elements (group rank) in English.

This transformation has a triple effect: 1) it reconstructs the information structure of subject-representation, making "deities" a continuous topic; 2) it reveals causality through the conjunction "and", which is in line with the characteristics of the English morphosyntactic; 3) it follows the information density requirement of the English academic text, the compression of 12 words/sentence from the original text is reduced to 18 words/sentence (Chinese character to word ratio $\approx 1:0.67$) to optimize linguistic economics. This case is a typical example of the typological conversion law of "meaning→shape" and "topic chain→subject-verb axis" in Chinese-English translation.

Example 9:

ST: 三星堆神树应是古代传说中扶桑、建木、若木等神树的一种复合型产物。

TT: The mythical tree found in Sanxingdui is believed to be a composite representation of these legendary trees such as Fusang, Jianmu, and Ruomu.

The main stem of the source statement method presents the judgment structure “神树是复合型产物”, in which “古代传说中扶桑、建木、若木等神树” serves as the noun qualifier of “复合型产物”. The English translation implements a double conversion strategy: first, the qualifier is reconstructed as a clause “a composite representation of these legendary trees such as Fusang, Jianmu, and Ruomu”, and the cultural specificity is visualized through the insertion of anaphora. Secondly, the judgment verb “应是” is converted into the passive structure “is believed to be”, which implants the cognitive modal verbs needed in academic discourse to enhance objectivity. According to Catford's theory of translation transformation, this process belongs to the type of rank elevation in “rank transformation”, i.e., a grammatical unit that is at the phrase rank in the source language is elevated to the clause rank in the target language (Lyu, 2022). Specifically, in English, the syntactic expansion is realized through the prepositional phrase “of these legendary trees” and the cognate “such as...”, which maintains semantic equivalence and optimizes the information hierarchy through clause restructuring. This conversion strategy effectively harmonizes the differences between Chinese and English language types: Chinese tends to construct semantic fields through intensive modification, while English relies on clause expansion to realize linear logical expressions, thus reducing the cognitive load of the target language readers (Catford, 1965, p. 76).

5. Conclusion

Based on Catford's translation transformation theory as a framework, this paper analyzes the language transformation strategy and its cultural communication efficacy in the English translation of the guide language of Sanxingdui Museum through case studies. It is found that the English translation of the Sanxingdui Museum guide language effectively bridges the Chinese-English linguistic differences and cultural gap through translation transformation. About level shifts, the translation resolves the contradiction between the implicit features of Chinese and the explicit features of English through two-way adjustments at the grammatical and lexical levels. About category shifts, the flexible use of structural shift, class shift and rank shift significantly improve the readability and professionalism of the translation. This study confirms that the theory of translation transformation can guide the transformation of linguistic forms and realize the equivalence of meanings through deep-level cultural adaptation. In the translation practice of museum guides and even tourism publicity texts, while pursuing formal correspondence, translators need to take into account the cultural background and acceptance psychology of the target language audience, and convey cultural connotations through systematic language reconstruction. In addition, the application of translation transformation theory can help to balance the contradiction between “faithfulness” and “acceptability”, so that the translated text can not only be faithful to the historical information of the source text, but also activate the resonance of the cross-cultural context. This article provides useful inspiration for the translation of museum outreach: in translation practice, translators can base on linguistic theory, incorporate macro-cultural awareness into micro-conversion, and construct target texts with both accuracy and infectiousness through the synergistic

conversion of levels and categories. In a word, the theory of translation transformation shows strong explanatory power and practical value in the translation of foreign propaganda texts. It not only provides an operational framework for cultural translation, but also opens up a new path for the international dissemination of Chinese cultural heritage. Future research can combine the functionalist theory or cognitive linguistics perspective to deepen the exploration of translation conversion mechanism and help Chinese culture realize more efficient and far-reaching communication in the global context.

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