
An Analysis of the Noun Plague and Its Solutions in Chinese-English Translation

Sun Xiaoyue

School of Foreign Language, Southwest Petroleum University, Chengdu, China

Email address:

418861834@qq.com

To cite this article:

Sun Xiaoyue. An Analysis of the Noun Plague and Its Solutions in Chinese-English Translation. *International Journal of Language and Linguistics*. Vol. 10, No. 3, 2022, pp. 197-205. doi: 10.11648/j.ijll.20221003.15

Received: April 17, 2022; **Accepted:** May 4, 2022; **Published:** May 12, 2022

Abstract: Noun plague, one of the most prominent manifestations of Chinglish first introduced by Ms. Joan Pinkham in *The Translator's Guide to Chinglish*. means the extensive use of unnecessary and vague nouns in English sentences making the sentences appear long, ambiguous, and confusing. Abusive use of nouns is a most frequent error in translation due to the influence of thinking patterns and culture, which will inevitably make the style of translation complex, long, obscure, and lifeless, so understand the causes of noun plague and avoid it with appropriate methods are much of importance. This article aims to solve the translation problem of noun plague by discovering and sorting its different types, analyzing the causes of noun plague, and exploring its solutions to all kinds, to promote methods to improve the level of translation from a theoretical perspective. This article will help translation conforms to the expression habits of native speakers, and improve Chinese-English translation skills for translation learners, and the results of this study can help translators reduce the impact of thinking patterns influenced by native language and cultural intrusion on the accuracy and vividness of translation. This study has enlightening effects on Chinese-English translation and its education as well as English and Chinese writing and teaching.

Keywords: Language and Thinking, Abstract Noun, Noun Plague, Translation Method

1. Introduction

1.1. Research Background

Translation concerning the following context of interlanguage communication, that is to recognize the meaning of the language and also the form. In other words, it is of high importance to recognize the linguistic properties of the text you translated and its functions.

The problem of Chinese-English translation has been troubling many researchers, the reason being that foreign learners can easily apply their native way of thinking and expression habits to English expressions. The noun plague problem proposed by Pinkham has inspired us a lot, helping us to recognize the problems in the process of noun translation, summarizing some techniques of noun translation and expanding the space for subsequent research, thus improving the translation ability, translating colorfully to improve the language level, and also helping to learn to use the language with the native language thinking and introduce avoidable errors in the language with thinking and cultural differences.

Skillful use of some methods to solve the problem of noun plague in the translation process can make the translation more standardized, reasonable and logical in accordance with the Chinese and English expression habits.

1.2. Research Purposes

The aim of this project is to promote theoretical approaches to improve translations. Noun plague is a widespread phenomenon in translation. Although previous authors, linguists and language researchers have studied this topic from different aspects and theoretical paradigms, it is difficult to make a systematic study of the noun plague because of its discrete nature. Knowing what the noun plague is and studying its solution can not only improve the expression effect and achieve vivid, concise and rhetorical purposes, but also improve the skills of Chinese-English translation. In addition, there is a broader use, which is to help people from all walks of life write good English, solve the translation problem of noun plague, get rid of Chinese thinking, and improve the ability of using English for translation and writing. To help Chinese-English translators follow "Standard

English" and reduce or even avoid using Chinglish.

1.3. Research Methods

- 1) Literature retrieval method. The research of this article first collects and explores the related literature on noun translation, collects data, establishes a database, and fully understands the problem of noun translation.
- 2) Comparing and analyzing the law examples to cite different cases, compare different translated text materials for analysis, or research on solutions, reflecting the difference between the revised translation and the Chinese English translation.

1.4. Structure of the Paper

This paper will take the noun plague as a specific research object, cite different cases, and use the comparative analysis method to analyze different noun translation situations and the characteristics of different noun translation methods with reference to the definition and classification of the noun plague. This paper will cite the perfect solutions in different cases and summarize the impact of these translation methods on translation in combination with translation techniques. Finally, the paper will discuss the translations in terms of the way native English speakers use the language and compare the different translation effects. In addition, the effect of noun translation will be discussed in terms of aesthetics, how to convey the message, how to convey the perfect message, and the authentic use of Chinese and English, and the reading experience of readers to make the noun translation perfect.

This paper consists of six main parts. The first part briefly introduces the background of the topic, the background of the research and the structure of the paper. The second part talks about the early research on noun plague. The third part talks about the classification of the noun plague phenomenon, which mainly includes (1) redundant nouns; (2) empty and meaningless nouns; (3) noun categories; (4) redundant verbs + nouns; (5) redundant verbs + nouns + third words. This part examines the solutions with cases. The fourth part talks about the causes of noun plague in translation. The fifth part shows a summary of the solutions on various possible causes. The last part is the conclusion.

2. Literature Review

2.1. The Introduction of Noun Plague

Ms. Joan Pinkham referred to the phenomenon of abuse of nouns as "noun plague" to deepen the reader's impression. To make the expression more solemn and elegant, she added words such as "importance," "consciousness," and "aspect" as noun plague in some abstract texts. [1] Noun plague is one of the most prominent manifestations of Chinglish. Due to the influence of thinking and culture, one-to-one verbatim translation will inevitably cause the problem of noun plague, which makes the style complex, long, obscure, and lifeless, to

make the translation conforms to the expression habits of native speakers, it is of great significance to understand the causes of the problem of noun plague and to avoid it with appropriate methods.

2.2. Early Studies on the Causes of Noun Plague

Luo Shuquan studied the problems of noun plague and parallel structure in the exploration of negative syntactic transfer in English written expression, and found that these problems are interlanguage problems, not the mother tongue interference problems, and summarized subject default and logic from students' compositions of typical Chinese negative transfer problems such as conjunctive default, guide word default, adverbial position, passive sentence problem, etc. [2] It is proposed that different treatments should be made according to the degree of influence of negative transfer of Chinese on language communication. Chinese thinking tends to be visualized, while Western thinking tends to be abstract. Wang said, "The most natural and easiest thing for anyone to learn a foreign language is to apply the habit of his mother tongue to the foreign language. Sometimes it's right and sometimes it's wrong. And those where the mother tongue is different from the foreign language must be the set is wrong." [3].

Larson-Freeman and Long believe that the identification of the negative transfer of mother tongue can prevent this kind of misunderstanding, or at least minimize it. [4] Mother tongue interference is a language error and should be avoided. From the perspective that the goal of language communication is to communicate meaning, it is equally important to distinguish the degree of influence of Chinglish on the transmission of meaning. Teachers can assign different levels of emphasis to different types of Chinglish syntactic structures according to this standard, and make different treatments accordingly. (Freeman 2000) Liu Yuehua believes that the subject of a clause in Chinese can be concealed through a certain component of other clauses [5]. Jiang Kangmao and Xiao Yan believe that in modern Chinese, adverbials are generally placed at the beginning of a sentence or before a predicate verb [6]. Some authors of many political or academic articles in modern English use a lot of abstract terms to make the language appear higher, more solemn, and more elegant, to make them appear profound and different. When translating from English to Chinese, translators should completely get rid of the linguistic habits of Chinese and pay attention to the style and rhetoric of English so that they can translate authentic English sentences. Zhang Chuanbiao abused nouns and "Chinese English" to propose that although Chinese has no fetters of sex, number, style, time, and tense, it is restricted by another invisible hand. And use this "as an important means of word-building and language composition", and verbs instead of nouns to reduce noun plague. [7].

2.3. Early Studies on the Solutions to Noun Plague

M. A. K Halliday developed systemic and functional grammar first in the late 1950s [8], he constructs functional grammar to provide a theoretical framework for discourse

analysis, a framework that can be used to analyze any oral or written discourse in English. Halliday argues that language is essentially a network of semantic systems and provides meaning potential through ideational, interpersonal, and textual functions, which influenced the field of translation. Early studies on noun groups focus mostly on the differences between text order and modifiers in one sentence based on traditional. Previous studies focused on discourse. Scholars and experts analyzed the differences in the subject-predicate structure of the language and their translation.

For verb phrases, prepositional phrases, and attributive clauses in Chinese and English, linguists have proposed translation methods such as rearranging the word order, adding subjects, breaking long sentences, and combining short sentences. The application of functional grammar in translation and discourse analysis has been widely used in translation studies, from three aspects: ideational function, interpersonal function, and textual function. Some scholars have discussed the theme and rheme, which talks about the way of giving the order of new and old information. Previous studies mainly started from a macro perspective and studied the difference in word order between Chinese and English based on traditional grammar or Halliday's three meta-functions. Each sentence reflects all three meta-functions of language at the same time. At the lexico-grammatical level, the conceptual function is the main one, the interpersonal function is mainly realized by the tone and mood system. The interpersonal function is mainly realized by the intonational and modal systems and the evaluation system; the textual function is mainly realized by the theme-rheme structure and the information structure. In terms of reciprocity, in general, different levels of reciprocity carry different values. The reciprocal value of the higher level is higher than that of the next level. For example, the reciprocal value of the semantic level is higher than that of the lexical grammatical level, and reciprocity at the contextual level is probably the most valuable. [9] This means that the reciprocity of the upper level is higher in importance than the next level, and the next level of reciprocity can be sacrificed to ensure a higher level of reciprocity. And in this case, there is no reciprocity. But from a higher level, from the overall perspective, this is a situation that occurs to ensure the reciprocity of the overall translation.

Previous studies focused on text as the main research object. Scholars and experts analyzed the differences in the subject-predicate structure of the language and their differences in translation. In systematic functional grammar, ideational and interpersonal functions are all located on the semantic level and are part of the same level. The relationship of position equality is not a hierarchical one. "Metafunction is the basis for organizing the meaning of every linguistic text is complex of ideational, interpersonal and textual meanings." [10] Each text or each clause embodies all three meanings at the same time. "Ideational, interpersonal, and textual functions are the basis for understanding linguistic phenomena. These three meta-functions explicate three complementary meanings: ideational resources explain our

experience of the world, interpersonal resources show our social relationships, and textual resources organize the flow of information as we interact." [11] But in translation studies we find that the three main meta-functions are either assigned to new meanings and are discussed at an unequal level, or only ideational and interpersonal meanings are emphasized and weakly three meta-functions are either given new meanings and discussed at an unequal level, or only conceptual and interpersonal meanings are emphasized, weakening the discourse meaning.

The book *The Translator's Guide to Chinglish* is divided into three parts and a total of 13 chapters. The first part: redundant words, including chapter 6: redundant nouns and verbs, redundant modifiers, synonymous stacking, two statements, repeated references, summary. The second part: sentence structure, including 7 chapters: noun plague, pronouns, and antecedents, placement of short phrases and clauses, hanging components, parallel structure, logical connectives, and summary. Part three: supplementary examples. [12] The core contents of the book are the first part and the second part. This article will gradually summarize the author according to the author's writing route and the linguistic perspective, and systematically summarize the solution to noun plague.

2.4. Summary

Pinkham's "Chinglish", through a large number of examples, has carried out a detailed classification of Chinglish at the vocabulary, syntax, and text levels, and provides a wealth of corpus for English teachers to recognize Chinglish.

This topic explores the most typical abuse of nouns among the "Chinglish Mistakes" most frequently made by English learners, and explores the underlying reasons for the abuse of nouns by Chinese English learners and how to improve them. The causes of noun plague are analyzed from a comparative perspective, and coping strategies are proposed for several common noun plague phenomena. The book *Translator's Guide to Chinglish* illustrated six aspects of substituting verbs for nouns, gerunds for nouns, adjectives or adverbs for nouns, adding prepositions, adding hyphens, and adding other component characters, and pointed out the modification methods, aiming to logically make the translated sentences clear and direct.

3. Case Study of Types of Noun Plague and Their Solutions

3.1. Types of Noun Plague

3.1.1. Redundant Nouns

Due to the influence of the differences between English and Chinese and the interlanguage, verbs are mostly used in English, while nouns are often used in Chinese. Therefore, Chinese people prefer to use nouns or noun phrases in English expressions, and they pile up to form a noun plague.

In the English articles we write or translate, the unnecessary

noun often appears not as a stand-alone noun, but as a phrase, which means it also carries articles and prepositions that shouldn't be there. So when you get rid of nouns that shouldn't be there, you get rid of extra articles and prepositions.

Most of the extra nouns are easy to spot because their meanings are often already reflected in the original sentence, such as:

1) 加快改革的速度 To accelerate the pace of reform.

"The pace of" is redundant and its meaning has been implied by "accelerate", Its better to say: to accelerate reform. For the reason that to accelerate-to increase the pace of, the word "accelerate" has been shown to accelerate, so you don't need to add "the pace of"

2) 农业大丰收 A bumper harvest in agriculture.

A: Harvests in agriculture in this village is bump this year.

B: There is a good harvest in this village this year.

Which version is better, A or B? Feel the first one? Why is that?

Obviously, version B is better. Because the harvest often refers to agriculture, and we will not say that the industry or the service industry has a big harvest.

3) 不断提升工作水平

A: working standards for the people continued to rise.

B: working standards continued to rise.

Version B is better. "on the standard of working" must mean the working standard of people. No one has heated that "the standard of working of gorillas has improved significantly"

4) 痛苦是暂时的 All this suffering is temporary.

A: Early hardships that temporary in nature made him successful.

B: Early temporary hardships made him successful.

According to our common sense, suffering is always temporary, even if it lasts for a long time, it will eventually usher in sweet fruit, so in nature is unnecessary. For example, suffering is said to be temporary in nature, just as the Chinese flag is red in color. Is it OK to just say that the Chinese flag is red? The word color is a little retarder here, and in nature, the word is in the same way.

5) 冰棍棒将作桥梁。一座沙城就要建成

A: Popsicle sticks will be bridges in the future. A sand castle will be built. B: Popsicle sticks will be bridges. A sand castle will be built.

In the case of A, does "will" already represent the future tense? So we don't have to use the phrase "in the future." It should be noted here that if the original text is a very specific expression of the future such as "in the next year" it still needs to be retained.

偶然的情况下, 她的职业生涯得到了发展

A: A series of fortuitous circumstances advanced her career.

B: Fortuitous circumstances advanced her career.

In the A sentence, the plural form "measures" itself implies meaning, so if you want to express it in the most concise language, you can remove it, but adding it is not wrong.

A series of measures have appeared in government reports and foreign publications. But the principle of the content in

this book is brevity, that is, if it is in writing or sentence translation, we can delete it, and if it is a current affairs translation such as government reports, we can choose to keep it, because our current affairs translation follows politics correctly.

3.1.2. Empty Nouns

1) 随着现代化和机械化的实现

A: following the realization of modernization and mechanization.

B: following the modernization and mechanization.

"the realization of..." is fixed rhetoric in Chinese, it means the realization of something, so in fact, it is implied that it is accompanied, and it has been realized, for example following our reform and opening up, every family has used TV sets and washing machines, where follow indicates what happens after the time and sequence, so it is no means saying following the relation of. The same principle is used in Chinese to strengthen the construction of national defense. It is a Chinese idiom. If it corresponds to the English mid-term, what about strengthening national defense? Does it imply strengthening national defense construction?

2) In the translation of "我们必须注重发展" in the English version "We must pay attention to promoting" versus "We must promote" It is better it says the latter, for the reason that The phrase "pay attention to" in the sentence is less important than the verb promote, or to say its function is to modify the verb.

3.1.3. Category Nouns

1) 新成立的公司的财务状况仍然很薄弱。

A: The situation in the newly- founded firm was still one where the finance was weak.

B: The finance was still weak in the newly-founded firm.

Does the situation in sentence A feel good and not redundant? But think about it another way: wouldn't the word "situation" be redundant if the following meaning already explained what it was like? These are the category words that we say in Chinese. Generally, Chinese likes to use category words, but when translated into English, these category words often need to be removed.

2) 量力而行的解决方案

A: the key to the solution of redundancy depends on one's ability.

B: the solution of redundancy depends on one's ability.

B is a better translation, though the word "Key" is useful, the word "solution" meaning is the path to solve the problem, which already contains the meanings "useful", "the key to" did not increase the useful information and remove didn't weaken the meaning of the original, and the "Key" is Chinese if translated into A version, it is A little Chinglish, so the word "Key" can be dispensed with.

3.1.4. Nouns in the Construction: Unnecessary Verb + Noun

To make an improvement equals to improve.

A: In order to make an improvement in learning strategies.

B: To improve learning strategies.

3.1.5. *Unnecessary Verb+Unnecessary Noun+Third Word*

To reach the goal of modernization equals to modernize in sentences.

In type 5 and type 6, words “improvement”, and “modernization” belonged to the type of abstract words, we will talk about their definition in the next Chapter. As for translation abstract words belonged as unnecessary in some translation techniques that needed delete.

3.2. *Special Forms of Noun Plague*

When nouns are overused, there is a special case that we need to be aware of, that is, they are used as adjectives to modify other nouns.

They can be divided into four forms.

1) Using a single noun as an adjective.

First of all, it should be admitted that the use of nouns as adjectives in English is perfectly reasonable. There is nothing more natural than simply saying an army officer, the street corner, drug addiction, an income tax. The meaning of such a concise phrase is clear. No one would think it necessary to use a preposition to modify these phrases: an officer in the army, the corner of the street, addiction to drugs, a tax on income.

When no equivalent adjective is available, it is easy to use longer nouns in this way. government department, application form, university education, television set. Many other phrases like this are no less embarrassing or difficult to understand than the one just mentioned.

However, that doesn't mean you can just use a given noun to modify another noun. Except for familiar combinations like the ones mentioned above, use them with caution. In most cases, the sentence will flow more clearly when the noun is not used as an adjective.

Take the following sentence for example:

Ways of work evaluation and work points allotment are required to be promoted.

Here the sentence uses “work” to modify “evaluation”, and the word “work points” is used to modify “allotment”, which brings a temporary pause in the reader's reading. Because these are not the common combinations that the reader is used to seeing, each group is an adjective-plus noun structure, and this unnatural word order slows the reader down.

In a nutshell, it would say something like:

Ways of evaluating work and allotting work points are required to be promoted.

Evaluating and allotting are direct objects of “work” and “work points” in this version, and this statement will speed up the reader's reading.

2) Two nouns used as adjectives.

A compound adjective consisting of two nouns is easy to grasp and is acceptable. For example, we do not need to write a hospital maternity ward as award set aside for the care of maternity cases in a hospital, Water Conservancy Project,

Malaria Eradication Campaign, Minority Nationality Area, Peking Opera Company, and so on. Obviously, a compound adjective made of two nouns is more concise.

Now let's look at the third case of the noun plague.

The third case is: use three or more nouns as adjectives.

3) Use three or more nouns as adjectives.

In special cases, a compound adjective consisting of three nouns is also understandable. There is probably no reader who will not understand a State Planning Commission document. Capital letters avoid confusion by linking each word of a compound adjective together as the name of an organization.

But this is the exception. Generally, an adjective composed of one or two nouns is used to modify another noun.

For example, phrases: lung cancer, cancer research, research project, project design are common and clear expressions. These phrases often appear in the article. Even if we directly say lung cancer research, the reading speed of readers will not be affected. However, this does not mean that we can write the “lung cancer research and project design” directly. The sentence: “The design of the research project on Lung cancer.” is better.

Long compound modifiers like this are also common in Chinglish. Typically, a compound modifier is a string of nouns (or a noun plus an adjective) that are not connected by a preposition or other conjunction. Hardworking readers who take the time to study a sequence like “The Lung Cancer Research Project Design” may finally understand what the author is trying to convey.

Here is a list of nouns that have appeared in foreign language publications in China:

“-power supply business regions”

-电源商务区

“-China's conformity assessment system”

中国的合格评定制度

“-1998 China Daily Newspaper Group Subscription Consultancy Day”

-1998 中国日报报业集团认购咨询日

“-China's first National Urban Construction Archive Sector Achievements Expo” (Pinkham 181).

中国首个全国城市建设档案机构成果博览会

In the last example, the word string has adjectives as well as nouns (first, National, Urban). But even so, someone can guess the meaning of a highly compressed phrase like this.

Piles of nouns often appear in the first draft of a translation, usually due to the translator's word-for-word translation.

4. The Cause of Noun Plague

4.1. *Excessive Use of Abstract Nouns*

4.1.1. *Definition of Abstract Nouns*

Abstract nouns refer to those words with general meanings and general meanings. Their wide coverage, comprehensive perception, and various physical and psychological factors make it impossible for people to understand their meaning intuitively, so they often feel hollow, boring, and obscure, illusory. It can easily be used to express complex thoughts and subtle interests. For language users, many expressers take advantage of the expression advantages of nouns. When writers write articles, they use abstract nouns excessively, which makes people feel that nouns are bloated. The study of Anna Espunya about abstract nouns and property in

Spanish-English translation mentioned two types of abstract meanings that form abstract nouns in the process of generating meaning due to lexical transformation in translation. These are conceptual abstractness and grammatical abstractness. "Conceptual abstractness (vs. concreteness), associated with the referential meaning of words, and grammatical abstractness, related to the choice of the grammatical category noun to express properties, by comparison with other categories, like adjective and verb." [13].

4.1.2. Reasons for Using Abstract Nouns

(1) The use of abstract nouns can make the article appear authoritative, convincing, and have a sense of learning. "Abstract thinking is regarded as a kind of advanced thinking and a symbol of civilized people." [14] There is a close relationship between language and thinking. On the one hand, thinking relies on language, and language also reflects thinking. Language, thinking, and culture penetrate and influence each other. People use abstract terms to express their advanced thinking and show that they are civilized. Therefore, in government reports and academic research texts, to make the article appear hierarchical, connotative, dignified, official, and esoteric, a large number of abstract nouns will be used. If the translator follows the structure of the original text too much, the translated nouns may be swollen.

(2) Cover up the true thoughts.

"The meaning of abstract nouns is vague, and it is convenient to conceal vagueness or true thoughts to cater to the need for a certain expression." [14] Sometimes the use of abstraction can make the text appear unpredictable, or appear to be very literary, which makes people need to think deeply in order to achieve the purpose of thinking. In addition, to avoid unnecessary conflicts, or avoid some sensitive information. On some important occasions, such as business negotiations, and foreign affairs departments, they often like to express themselves more abstractly, so the problem of noun plague arises.

4.2. Culture Differences

In addition, during the translation process, due to the influence of our mother language that affected by culture. Some words in Chinese that do not express actual meaning are translated into English words word by word. The thinking of Westerners tends to be abstract and generalized. They are good at finding commonalities in a variety of things and summarizing common features in abstraction. This habit of thinking makes English static and abstract. There are many function words in the English language, such as the use of lexical meaning blurring, and the affix "ness" to express abstract nouns, such as calmness, and largeness, which express nature, state, and degree of things. Abstract thinking makes the English language have many abstract nouns. Due to the twists and turns of these words and the literal translation method does not pay attention to translation skills, abstract nouns in English are directly translated into Chinese nouns, while Chinese emphasizes dynamic balance. To some extent, the inadvertent translation method also increases the chance of

noun plague.

4.3. Neglect of Textual Function

Halliday points out that "in translation studies, textual function has been largely neglected not only in theory but also in practice." [10] In this regard, this may be due in large part to a misunderstanding of systematic functional theory, since the role of textual function is to organize conceptual and interpersonal meanings into suitable and interpersonal meanings into contextually appropriate discourse. The function of discourse is to explain how the internal resources of language appropriately construct discourse. Zhu Yongsheng and Yan have argued from a philosophical perspective that the discourse function has, as opposed to conceptual and interpersonal functions, the function of the discourse is to show how the resources within the language construct the discourse, and thus the real world, in an appropriate way. The articulation and coherence used to embody discourse function is largely a function of speech.

The articulation and coherence used to embody the function of discourse are largely the results of the speaker's ability to understand the experience and to represent it in linguistic form, as Zhu Yongsheng and Yan [15] have argued from a philosophical perspective that the relationship between language, reality, and people. The translation that does not pay attention to the function of the discourse will cause some meanings that are already present in the semantics to be translated and expressed in another form, thus causing the phenomenon of noun plague.

5. Solutions of All Types of Noun Plague in Translation

5.1. The Introduction of Substitution

A large number of abstract nouns in English represent the action state or nature of things. Such words or their phrases are generally equivalent to other parts of speech words such as verbs, adjectives, or adverbs. To make the article and sentence appear concise, energetic, and avoid noun plague, you can replace nouns with verbs, adjectives, adverbs, and gerunds.

5.2. Part-of-Speech Substitution

For example, in their translation monographs and textbooks, Qian Gechuan [16] and Wang Zhikui [17] both clearly state that Chinese uses more verbs and English uses more nouns.

1) Replace a noun with a verb.

A: We gave us adherence to the newly-founded rules.

B: We adhere to the newly-founded rules.

Adherence has the root of the verb adhere and was therefore modified into it.

So if we see a noun concluded as a root of a verb, we could use the verb form to replace the noun.

2) Replace a noun with gerunds.

Gerunds have the properties of both verbs and nouns. Like a noun, this can sometimes seem redundant and awkward, so we

change reading to "to read". But the gerund also inherits the virtues of its root verb. Gerunds can give life to stiff, lifeless sentences just like verbs. And just like verbs, gerunds require the author to point to the subject or direct object. That is, they can also clarify the meaning of a sentence and make it clear who is doing what.

For these reasons, it is useful to replace nouns with gerunds, as in the following examples:

A: the firm started its issuance of billions of foreign currency.

B: the firm started issuing billions of foreign currency.

3) Replace a noun with an adjective.

Pinkham believes that sometimes using an adjective (or verb + adjective), or occasionally using an adverb instead of a noun, can have surprisingly good results.

A: All of these demonstrated the correctness of our analysis.

B: All of these demonstrated our analysis is correct" (the adjective form of correctness is correct).

4) Replace a noun with an adverb.

A: What he should do is to get rid of carelessness at work.

B: What he should do is to get rid of working carelessly.

The word "carelessness" in "carelessness in work" is changed into its adverb form "carelessly", the noun work is changed into a gerund "working"

5.3. Delete Nouns

In translation, we should pursue the concise and lively style of writing and use concise English to express the rich ideas of the original text. Don't hesitate to delete nouns that cause a lengthy sentence.

1) Remove the optional, do not say self-evident nouns.

2) Don't talk empty words, delete those empty and meaningless words.

3) Remove those unnecessary words that express categories.

5.4. Express the Meaning of the Word Directly

In Pinkham's opinion, sometimes nouns are too tightly structured or vague to make the meaning difficult for readers to understand. In such cases, it is not enough to simply change the form of the word. The translator should add some words to make the meaning of the word clear.

A: The practice of unequal abolition annoyed him deeply.

B: Abolishing all rules unequally annoyed him deeply.

The "abolition" here means to abolish unequal rules, that is "abolishing all rules. Any time you add a word in the English version that is not clear in the Chinese version, you have to be very careful to make sure that your interpretation of the original text is correct.

5.5. Keep the Noun Add Prepositions to Express Their Relationship

This method can also sometimes be used to break noun strings. As long as the appropriate preposition is inserted, a long list of nouns can be clearly understood if there is a logical relationship:

Here's an example.

A: Golmud is an important personnel and materials transfer center.

B: Golmud is an important center for the transfer of personnel and materials.

Analysis: The A version just piles a bunch of nouns together. But version B has both "of" and "for" clearly spelled out. First, we advance the head word, and add a preposition "for" to express the purpose, and then add the preposition "of phrase" after transfer to make the post-attribute modify.

5.6. Use a Hyphen to Clarify Meaning

Sometimes the same clarifying effect can be achieved by using a hyphen. Using expressions such as two nouns combined to form compound adjectives will leave the reader confused as to what they mean.

By adding a preposition "of", the above expression can be resolved. A combination of two nouns that form compound adjectives can indicate that we are not talking about a combination of two nouns.

Simply adding a hyphen can also make the expression non-objectionable. A hyphen between two nouns can be used as an adjective. If we want to write a combination of two nouns, then it's very obvious that two can shape a combination.

Similarly, to ensure that readers do not have a second of misunderstanding, mobile phone users can be written as users of mobile phones or mobile phone users. An increase in grain and cotton production can be written as an increase in production of grain and cotton production Cotton or an increase in grain-and cotton-production.

Hyphenated adjectives such as twentieth-century writers, right-wing attacks, a fur-bearing animal, a low-salt diet, and so on are so common that readers can browse through them as simply as individual words. But in addition to these well-known compounds, prepositions are preferred, which are simpler and easier to understand.

If you use a hyphen, consider the position of the hyphen and the position of the compound adjectives it forms. Everyday English written by native English speakers is enough to show that not paying attention to these things can easily lead to confusion.

For example, if an American kindergarten advertised for a 3-year-old teacher and stated that experience was preferred, it would be better to replace it with a teacher of 3-year-olds. If an American cancer clinic urges women to perform monthly self-breast exams instead tells women to examine their breasts every month, there will be no question about what self-breast means.

The best way to avoid this problem is to review it after you've written it.

5.7. Add Other Words

Sometimes a translator will try to put too much information into a noun that is used as an adjective. Changing the noun or inserting a preposition or hyphen is often not enough. At this point, when the usual method is insufficient to solve the other forms of the noun epidemic, you can choose to add a few

words to clarify its meaning.

A: It is better for us to help strengthen the learning skills and put forward job hunting suggestions.

B: It is better for us to help strengthen the learning skills and to suggest ways of hunting jobs.

The word "suggestions" has a verb root. Change it to suggest and add "ways" to make the sentence complete.

5.8. Use Omission to Show Academic Abstract Nouns

The use of abstract nouns does not make the English language any more academic. Therefore, any abstract nouns added for academic purposes may be left untranslated or replaced with other words. For example, The word "性" in the Chinese expression "艰难性"、"复杂性" is one of these nouns, and it is not translated as quality or nature, but directly as difficulty.

5.9. Adherence to the Principle of Adaptation and the Overall Effectiveness of the Translated Text

"After the "linguistic turn" and the "cultural turn," translation studies seem to have fallen into the quagmire of stagnation and paradigm crisis." [18] The so-called "cultural turn" is not significantly different from the linguistic turn, only that the perspectives of the two are different, with the cultural turn focusing on the cultural expression of the translation phenomenon and building a translation center, while the linguistic turn focuses on the linguistic one and builds an original center. It is not easy to distinguish the advantages and disadvantages of the two, but at the same time, there are different degrees of problems. The center of the original text is only concerned with the reciprocity of the original text, which can easily lead to the translator's lack of initiative and dilution; the center of the translation is overly concerned with the acceptability of the translation and the reader's expectations, which can easily lead to translation overreach and betrayal and ultimately blur the boundary of the ontology of translation.

However, eco-translatology provides new ideas and methods for translation research, focuses on showing the vitality of the text, emphasizes the principle of adaptability of translation, and addresses the shortcomings of "cultural turn" and "linguistic turn". "It puts forward the study of the ecology of translated texts, the ecology of 'translated communities' and the ecology of the translated environment, offering key concepts of translation as textual transposition, translation as adaptation/choice, and translation as ecological equilibrium; the study of translation at three levels, namely macro-, meso- and micro-levels, is integrated between the three levels of 'learning' (translation system), 'theory' (translation theory) and 'practice' (translator behavior), forming a 'trinity' of translation studies." [19].

"In terms of translated texts, the contribution of eco-translatology to the evidence of noun plague lies in the selection of suitable words and the focus on the overall effectiveness of the text. From an ecological perspective, the process of translation is a continuous cycle of adaptation and choice for the translator." [20] It is suggested that first of all,

the translator has to enter and adapt to the original ecological environment, as well as understand the original text in order to fully understand it and form a new identity. Second, the translator enters the target language environment with a new identity and a new understanding. The translator has to choose the appropriate expression according to his understanding of the original culture to adapt the translation to the ecological environment of the target language, then the translator moves between the two languages, completing the cycle of adaptation and re-adaptation to avoid noun plague in translation.

6. Conclusion

British linguists have long condemned the use of abstract nouns. The American scholar Jacques Barzun, a master of writing and translation, is the best scholar in summarizing this part. In his guide to writers, he calls this writing technique "simple and direct." He offers the following suggestions: English prefers concrete words to abstract ones. Follow this advice and you will see your writing as concise and powerful. Unnecessary abstract nouns are one of the most serious mistakes in modern writing. They are expressed through prepositions and the passive voice, and the tone is weakened. For example, Ernest Gower, in his speech to British civil servants, specifically mentioned abstract nouns, arguing that their frequent use would lead to abstract generalization and ambiguity in the meaning of the sentence. Fowler called it the disease of abstraction. William Zinsser spoke of the death sentences and the blight of creeping nouns. Wilson Follett, whose *Modern American Usage* is as much a classic as Fowler's *Dictionary of Modern English Usage*, urges writers to avoid abstract nouns like the plague.

The logical relations in Chinese are hidden in the lines between the characters, the readers do not need connectives to understand the logical relationships. However, English is a very rigorous language, and the relationship should be written as the relationship is. If English follows the style of Chinese, it is extremely easy to cause problems.

Noun plague is one of the prominent manifestations of Chinglish, and we should avoid it in translation. When translating, it is necessary to rationally use some solutions to eliminate the problem of noun plague, but also pay attention to the respective expression characteristics of Chinese and English. Eliminating the plague of nouns does not mean not using any abstract nouns.

This study makes an in-depth discussion on the phenomenon of noun plague in Chinese-English translation, which has certain guiding significance for translation practice and teaching, and also paves the way for later research on Chinese-English noun translation and its equivalence, the performance of abstract nouns in translation, and other directions.

Funding

Funded by the Language and Culture Research Center of

International Oil and Gas Resource Area (Project No.: YQCX2021007), and SWPU Translation Research Center (Project No.: TRC202102).

Acknowledgements

This article is supported by the project of Language and Culture Research Center of International Oil and Gas Resource Area (Project No.: YQCX2021007), and SWPU Translation Research Center (Project No.: TRC202102) of School of Foreign Languages, Southwest Petroleum University in 2021.

References

- [1] Pinkham, Joan. (2000). *The Translator's Guide to Chinglish*. Beijing: Foreign Language and Research Press.
- [2] Luo Shuquan. (2009). Exploring the negative syntactic transfer in English written expressions. *Journal of Shaoguan College - Social Sciences*, (5): 94.
- [3] Wang Huan. (1990). *Three Issues on Chinese-French Contrast. Essays English-Chinese Comparative Studies*. Shanghai: Shanghai Foreign Language Education Press.
- [4] Freeman, Larson, and Long. (2000). *An Introduction to Second Language Acquisition Research*. Beijing: Foreign Language Teaching and Research Press.
- [5] Liu Yuehua. (2002). *Practical Modern Chinese Grammar*. Beijing: The Commercial Press.
- [6] Jiang Kangmao, and Xiao Yan. (1990). A comparative study of English-Chinese language order. In *Proceedings of English-Chinese Comparative Studies*. Shanghai: Shanghai Foreign Language Education Press.
- [7] Zhang Chuanbiao (2005). "Noun Plague" and English "Noun-verb Conversion". *Journal of Huzhou Normal College*. (6): 35-39.
- [8] Halliday, M. A. K. (2000). *An Introduction to Functional Grammar*. London: Arnold /Beijing: Foreign Language Teaching and Research Press.
- [9] Halliday M A K. (2001). Towards a Theory of Good Translation [G] // Steiner, Erich & Colin Yallop. *Exploring Translation and Multilingual Text Production: Beyond Content*. Berlin: Mouton de Gruyter.
- [10] Halliday M A K. (2009). The Gloosy Ganoderm: Systemic Functional Linguistics and Translation. *China Translation*, (1): 18.
- [11] Caffarel A, J R Martin, Christian M I M Matthiessen. (2004). *Introduction: Systemic functional typology [G]//Alice Caffarel J R, Martin Christian M I M Matthiessen. Language Topology: A Functional Perspective*. Philadelphia: John Benjanmins, 26.
- [12] Wang Jianguo. (2019). Rereading "The Translator's Guide to Chinglish". *Journal of East China University of Science and Technology*, (6): 104-112.
- [13] Espunya A. (2020). Reduced abstractness in Spanish-English translation: the case of property-denoting nouns. *Meta*, 65 (2): 440.
- [14] Lian Shuneng. (1993). *A Comparative Study of English and Chinese*. Beijing: Higher Education Press.
- [15] Zhu Yongsheng, Yan Shiqing. (2001). *Multidimensional thinking in systemic functional linguistics*. Shanghai: Shanghai Foreign Language Education Press, 40.
- [16] Qian Gechuan (1981). *Basic Knowledge of Translation*. Changsha Hunan Science and Technology Press.
- [17] Wang Zhikui (2001, 5). *University Course on Chinese-English Translation*. Jinan, Shandong University Press.
- [18] Luo Dijiang (2019). Problem domain transformation in translation research: An ecological translationist perspective. *China Translation*, 40 (4): 8.
- [19] Hu Gengshen (2021). Theoretical Innovation and International Development of Ecological Translation Studies. *Journal of Zhejiang University (Humanities and Social Sciences)*, 50 (1): 175.
- [20] Huang Feifei (2022). A Preliminary Study on the English Translation of Jing Folk Songs from the Perspective of Ecological Translation. *Popular Literature and Art (Language and Writing Studies)*, (7): 128.