

Research on Translation Strategy of Russian Hockey Terminology under Communicative Translation Theory

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Abstract

To realise the vision of 300 million people on ice and snow, China has gradually implemented initiatives to promote the development of ice and snow sports. In addition to hosting the Winter Olympics for the first time in 2022, China has included ice and snow sports as an important part of the strategy of China's sports powerhouse and the construction of a healthy China. Undoubtedly, sports are the world; to achieve the competitiveness of China's ice hockey, it is necessary to face the international, so the increase of interactions between countries in the field of ice hockey is a necessary way of development. However, facing communication problems brought about by language differences has naturally prompted scholars to study this still-unsolved difficulty. The scope of research using Newmark's theory of communicative translation as a theoretical basis is not lacking in the existence of novels, films and biographies, etc., but there are fewer studies in the field of sports, and even fewer explorations of terminology as an object of study. Therefore, this paper takes communicative translation theory as the basis and Russian-English ice hockey terminology as the research object to explore the specific guiding role of communicative theory in the process of translating terminology.

Keywords

Ice hockey terminology; Terminology features; Hockey game culture; Communicative translation; Translation strategy.

1. Introduction

In 2019, the Sino-Russian joint statement mentioned, deepen sports exchanges and cooperation, and organise brand-name sports exchanges such as the Sino-Russian Summer Youth Games and Winter Youth Games, and the Silk Road Cup Ice Hockey League. To strengthen co-operation in the preparation for the Winter Olympics, and to jointly improve the level of winter sports. Russian ice hockey has always occupied an influential position in the international ice hockey arena, and the Russian ice hockey league is one of the most competitive leagues in the world. In recent years, China has intensified communication and cooperation with Russia in the field of ice hockey in response to the inevitable trend of globalisation of sports, which is also in line with the requirements of the development of the new era of China-Russia comprehensive strategic cooperative partnership. A sports event is a cultural exchange and collision, each sport is a world language, behind which represents a culture with connotations beyond the event itself, and the terminology is even more central to the cultural performance in the event. In the process of the generation and development of scientific knowledge, terminology can record and spread the concepts and theories of related fields in a highly refined way [1], and it can be said that terminology is the crystallisation of human scientific cognition in a certain field. Due to cultural differences, ice hockey terminology has regionality, in international sports events, they will appear directly in the comments and reports, and seeing that this is the most direct medium for ice hockey fans to pay attention to current events, the local cultural translation of the

terminology becomes especially important. The communicative translation theory itself, with its characteristic of reaching the meaning, can minimise the reading obstacles, so that the translated readers can get the reading experience like that of the original readers.

The source material for this article is Ginzburg Sergei Evgenievich's *Explanatory Dictionary of Anglo Russian Hockey Terms* [2]. This work is a bilingual dictionary for ice hockey terminology compiled by Ginzburg Evgenievich. Explaining in detail many hockey-related terms and providing cross-referenced translations in both English and Russian, this dictionary is characterised by the fact that it explains in detail the meaning of each term and provides a standard way of translating it. The book covers not just the basic vocabulary of the game of ice hockey but covers in depth numerous hockey-specific technical moves and tactical phrases as well. Most of the examples cited are taken from hockey-related news reports and academic studies, as well as a significant number of detailed analyses of the annual National Hockey League Championships (NHL) written by North American sportswriters. These terms are drawn from high-level coverage of the tournament, and in this respect are a testament to the diversity and authority of the hockey terminology summarised in the book. With articles from the world's leading ice hockey websites, a diverse and wide-ranging range of news content, and vivid and distinctive language, the work has been recognised as an important reference in the fields of linguistics, journalism and sport. And other fields have been used as more desirable translation materials. Based on this, this paper analyses the use of communicative translation strategies in the translation of various types of hockey terminology using the bilingual terms summarized in the book by Ginzburg Evgenievich.

2. Status of domestic and international research

2.1. Status of domestic research

At the beginning of the 21st century, Beijing Sport University formally established the National Sports Standardization Technical Committee, marking the importance of the systematic development of sports terminology in China. In the same year, Chen Bing published, *Functional Rhetorical Analysis of Sports News Vocabulary in Modern Russian Newspapers and Networks*, in which he studied the ways of constituting Russian sports terminology, the use and characteristics of Russian sports terminology in Russian sports news. Since then, there have been studies exploring the translation of Russian hockey terminology from a methodological perspective. Tian Yanjiao stated the translation problems that need to be paid attention to to make the translation coherent and logically rigorous. Jiang Wangqi's *on the Standards of Terminology Translation* explained that while accuracy is required for terminology translation, accuracy must be accompanied by readability, i.e. the ability for the reader to understand the meaning of the terminology, otherwise the translation is meaningless [3]. There are also works that study Russian terminology from a linguistic point of view, such as Gao Jie's *Research on Legal Terminology of Russian Cognates*, Song Lili's *Composition and Semantic Analysis of Russian Architectural Terminology*, and Zhang Jing's *Comparative Analysis of Terminology and Definitions in the Texts of Russian Chinese Forestry National Standards*. In the two directions of morphology and semantic composition of Russian sports terminology, in 2018, Xu Xiaoxi addressed the phenomena of multiple meanings of words, homophony and terminological generalisation of Russian sports terminology in her dissertation *Composition and Semantic Study of Russian Sports Terminology*.

However, most of the experts and scholars in China place snow and ice sports in a broad socio-cultural context and discuss snow and ice sports within the theoretical framework of culture, sociology and physical education. For example, Wu Tianming, in his article *The Path Choice for the Development of China's Ice and Snow Industry*, took the preparations for the Beijing Winter Olympics as the background to provide suggestions for the healthy development of China's ice

and snow industry. He pointed out that the foundation of the snow and ice industry is the planning and construction of snow and ice venues; the key to the development of the snow and ice industry is the cultivation of snow and ice talents; in the article *The current situation of the training of professional talents in China's snow and ice sports and countermeasures*, Peng Shuojun analysed the current development of professional education in China's snow and ice sports. He stated that although higher education institutions have experienced teachers, excellent teaching facilities and strict quality control system in ice and snow education, they are still weak in curriculum, career guidance and deepening of theoretical education. Peng Shuojun proposed a series of targeted improvement measures, including optimising the professional curriculum structure, clarifying the objectives of talent cultivation, strengthening the construction of teachers and building a comprehensive resource support system, aiming to improve the quality of the cultivation of snow and ice sports professionals.

To sum up, the domestic academic research on snow and ice sports is still limited, and most of them stay in the fields of sociology, culture and physical education, such as the cultivation of snow and ice talents, the development of snow and ice sports, and the culture of snow and ice sports. Academics seldom study snow and ice sports from the level of humanities and social sciences, especially from the field of language and culture, and there are only a few studies on the translation of snow and ice terminology and the translation of snow and ice news texts. In addition, there are very limited studies that analyse the combination of communicative translation and ice and snow projects, and more studies that apply communicative translation theory to medical texts, sports news, tourism, and works of fiction. Therefore, combining communicative translation theory with ice hockey project is intended to explore the significance of communicative translation theory in the translation of ice hockey terminology, to provide a new direction of thinking for the study of translation of sports projects, to let people look at the development of ice hockey in our country with a more international vision, and to enhance the confidence of our country's ice hockey sports culture.

2.2. Status of international research

The rise of Russian terminology cannot be discussed without mentioning the contribution of Georgi Osipovich Vinokur, who laid a solid foundation for the field of terminology. 1939, in his book *Certain Constructions in Russian Technical Terminology*, Vinokur for the first time clearly distinguished between the concepts of terminology and name, pointing out that, although they belonged to the same category of specialised vocabulary, they were of a very different nature and could not be confused with each other. This pioneering insight had a profound impact on subsequent terminological research and practice.

In a historic moment in 1969, at a seminar on terminology organised by the Faculty of Languages of the Moscow State University, the participating experts jointly decided to formalise терминоведение as the official name of terminology. This action marked the beginning of terminology's emergence from a state of dependence on other disciplines into an independent and comprehensive applied discipline. From then on, terminology was not merely an adjunct to linguistics or a specific discipline but began to build its own distinctive theoretical system and practical methodology, providing solid academic support for understanding and standardising professional language. This is a confirmation of the status of terminology, and an extremely valuable definition of its future direction. In fact, dating back to the end of the 19th century and the beginning of the 20th century, the linguistic investigation of Russian sports terminology has already shown its beginnings. However, at that time, the focus of research was often limited to the lexical study of specific sports, and few scholars carried out comprehensive and systematic analyses of Russian sports terminology. It is only in recent decades, with the dynamic development of sport and the growing variety of sports terminology in Russian, that the status of sport as a professional activity has been gradually recognised, which in turn has

given rise to the need for a systematic study of sports terminology in Russian. This shift marks a deepening of the understanding of sports terminology and reflects the fact that the study of sports linguistics is gradually coming to maturity. After that, terminological studies in the direction of sports have appeared one after another, and Raganova published *English foreign words in Russian sports terminology* in 1978, where she made a study of English foreign words in Russian sports terminology were classified and views were given on the reasons for their entry into the Russian terminological system. In 1997, Ptushkina studied the Russian terminology in figure skating from the communicative dimension in *Figure Skating Terminology*. In addition to this, Kegerodova's *Dictionary of Sporting Normative Terms*, published in 2005, is a work that starts from the semantic system of Russian sports terminology. Furthermore, in linguistics, a great number of scholars have carried out in-depth comparative studies on Russian sports terminology; for example, in 1973, Artyomov carried out a detailed comparative analysis of Russian and German sports terminology, and in 1972, Mordatayev compared Russian sports terminology with that of Kazakhstan, which not only broadened the understanding of Russian sports terminology, but also provided valuable references to sports linguistic communication in cross-cultural communication. Also, Burgaslovskaya proposed the concept of sports language culture. Namely, it is that sports language culture is the sum of material and spiritual values reflected and contained in the language, which are used and created by the very society to describe human activity in the field of sport [4]. She concluded that sports language and culture is a unique cultural form that records and transmits the history, rules, values, and emotional experiences of sports activities through the medium of language, making it an irreplaceable carrier of sportsmanship and cultural heritage. This theoretical framework offered new perspectives for understanding the complex and profound connection between sport and language, and at the same time emphasised the crucial role and influence of language in the field of sport.

3. Summary of Communicative Translation Theory

3.1. Theoretical summary

Peter Newmark, the famous British translation theorist, educator and linguist, first put forward the concepts of semantic translation and communicative translation in his 1982 book *Approaches to Translation*. His research on translation theory covers a wide range of areas, and he has put forward his own insights on translation categories, the nature of translation and translation rules. He elaborated that the word communication of communicative translation theory is the core of the theory, and that communicative translation focuses on the interlingual conversion from the original language to the translated language, the equivalent conversion of information and the comprehension of the readers of the target language, and strives to make the effect of the translated text in the readers of the translated text as close as possible to that of the original language in the readers of the original text [5]. Communicative theory is a discipline that explores how human beings transmit, exchange and understand information through linguistic and non-linguistic means as well as technological media, and it is a multi-dimensional and interdisciplinary field of study that not merely focuses on the transmission of information, but stresses the construction of meanings and the formation of social relations as well. In the context of globalisation, communication theory also helps to analyse and solve intercultural communication barriers and improve the efficiency and effectiveness of international exchange. Considering that Chinese and Russian are two different language families, one belongs to the Sino-Tibetan language family and the other belongs to the Indo-European language family, which has directly led to the differences between Chinese and Russian in terms of habits of thinking, logical analyses and language expressions. Hence, in the process of translation, grasping the gist and emotional tone of the source language is the key to

accurately conveying the message of the source language and ensuring that the meaning can be understood and accepted by the audience. Communicative translation theory is strongly related to language, and the primary purpose of language is to communicate, so its translation should be simple and easy to understand. In other words, the focus of communicative translation is to convey information according to the language, culture and language usage of the target language, rather than copying the original text as faithfully as possible.

3.2. The instructive role of communicative translation theory for the translation of Russian hockey terminology

In her groundbreaking academic paper, *Newmark on Communicative and Semantic Translation*, Lin Xiaoqin systematically articulated for the first time in academia the scope of application of communicative translation theory. She discussed in depth how the theory works in a wide range of non-literary text types, including news reports, scientific and technical literature, popular fiction, textbooks, reports, business communications, political propaganda materials, and educational materials. Lin Xiaoqin's article did more than expand the research horizons of the theory of communicative translation and laid a solid theoretical foundation for its application in the above-mentioned fields of translation practice.

With the growing attention and in-depth exploration of communicative translation theory in Chinese academia, the application of this theory in the translation of all kinds of texts has been widely recognised by many experts and scholars. In this background, sports translation, as a branch of translation studies, has gradually attracted great attention from scholars. For example, Zhang Yuncong selected NBA news as a case study in his research and analysed a large variety of translation examples in detail using semantic translation theory and communicative translation theory. His study shows that both theories have significant effects in guiding the practice of NBA news translation, which can effectively improve the accuracy and fluency of translation. This finding has verified the practicality of communicative translation theory in the field of sports translation and has also provided valuable theoretical support and empirical evidence for future sports translation research and practice.

Zhang Meng mentioned in *The Requirements of Sports Text Translation on Translator's Literacy* that sports is a unique achievement created by human beings in relation to physical activities, which has both implicit spiritual values and explicit fixed patterns, which means that sports is culture [6]. The theory of communicative translation regards translation as not only the conversion of language and text, but more importantly the realisation of effective communication of information and the transmission of culture. In the translation of ice hockey terminology, the application of communicative translation theory helps to overcome the obstacles brought about by linguistic and cultural differences, so that ice hockey terminology can be accurately conveyed and understood in different language environments. In *The Study of Russian Sports Terminology from the Perspective of Cognitive Terminology*, Gao Ting elaborated that there are two main features of Russian sports terminology: openness and dynamism. And communicative translation advocates the flexible use of various translation strategies, such as naturalisation, paraphrasing and authentic translation, in the translation process to achieve the best communication effect. In the translation of hockey terminology, this flexibility allows the translator to choose the most suitable translation method according to the specific situation, thus improving the quality and acceptance of the translation, and maximally solving the translation difficulties and obscure translations in Russian sports terminology due to its own characteristics. Terminology, as the basic language carrier and communication tool for human sports activities, is being constantly updated. Therefore, we should make more efforts to explore in this field to meet the requirement that ice hockey terminology is developing towards internationalisation, specialisation and standardisation.

4. Methodological approaches to the translation of Russian terminology

4.1. Adherence to strict translation norms for internationally used terms

International generic terminology is a highly specialised language that covers a wide range of areas such as rules of the game, specialised movements, and terms of commentary. Sports terminology can be categorised into two types, one is the international generic terminology, and the other is the professional terminology made up of ordinary vocabulary. The first type of terminology has international unified standards, and the translation only needs to be strictly compared with the glossary of the corresponding sports field [7]. Most of the hockey terminology that appears to the audience is certified by official bodies such as the International Ice Hockey Federation, and translating according to standards is not just a move to recognize the authority of the body and ensure the reliability of the translation. Therefore, terms that are within the norms of international standards need to be translated according to common practice and authoritative news media, not according to personal preference. At most of time, based on the social science attributes of sports terminology, translators tend to violate the principle of univocity of specialised terminology in their translations, whereas terminology and concepts should be one-to-one correspondence in a particular field [8]. This signifies that when dealing with terminology that has been included in the category of international standards, translators should follow generally accepted translation practices and established translations in mainstream media and professional publications, rather than relying on personal subjective judgement or preference. Such an approach helps to maintain clarity and professionalism in sports communication and facilitates the transfer of sports information across linguistic and cultural contexts.

Example 1 : Shut- down Line

Translation: силовая тройка форвардов, звено чеккеров, главной задачей которых является сдерживание нападающих соперника и силовое давление на соперника

Example 2 : Lemieux Cycle

Translation: пять шайб, заброшенные одним игроком в одной игре в разных игровых ситуациях

Example 3 : Major Penalty

Translation: большой пятиминутный штраф

Examples 1, 2 and 3 all are taken from the *English Russian Explanatory Dictionary of Hockey Terminology*, and for this type of international terminology it is only necessary to translate in accordance with the standard. The purpose of translating following international standards is to avoid ambiguities caused by adding meanings other than those of the terms themselves through the exercise of subjective initiative. Example 1 of the Shut-down Line, whether it is a direct translation of закрыть линию, or the subjective initiative to combine the knowledge of hockey terminology translated Блоки рование Блоки can be confusing. However, if the standard terminology is treated as силовая тройка форвардов becomes easier to understand, even if the reader of the translation is not the audience of the hockey game. Examples 2 and 3 are also typical hockey terminology, but instead of simply translating it as Цикл Лемье or Крупное наказание, Example 2 has the meaning of пять шайб is also meant to help readers who know less about hockey to receive information. The translation of пятиминутный штраф as Major penalty in Example 3 also achieves the standardised translation of the common terminology by adding the information большой пятиминутный under the original information, which makes the translation more explicit. By analysing the above cases, it can be concluded that the strictness of the translation standards of international common terms is mainly because these terms play a crucial role in cross-linguistic communication, cultural inheritance and international cooperation. Ice hockey terminology, as a professional term in

the field of ice hockey, and its accurate translation relates to the effective communication between languages, and more directly affects the accurate conveyance and accurate understanding of information and affects people's knowledge and understanding of a certain concept, tactic or technology.

4.2. The application of Communicative Translation Theory to terminology other than international usage

4.2.1. Situational dynamics terminology

From the cognitive point of view, Kureyeva proposed that Russian sports terminology is an indispensable part of the professional linguistic communication of athletes, coaches and referees. The cognitive subject performs sports cognitive activities to form sports concepts, which are then presented through language as Russian sports terminology. There are many terms in this category that have strong relevance to the scenarios of ice hockey. Unlike international terminology, most of the situationally dynamic terminology in ice hockey has been accumulated by ice hockey media people, athletes, ice hockey coaches and others during exchanges about ice hockey games. These terms are highly dynamic in nature and are strongly related to the protagonists of the match, the time of the coverage, the place of the match and the type of media. Therefore, lexical overlap between terms often occurs and the boundaries of lexical meanings are often very blurred, and although the meanings of some words can be inferred from their historical development, any language in use is in a constant state of evolution and cannot remain static [9]. Moreover, Nida emphasised the great significance of context in determining the meaning of words, arguing that, to a certain degree, the situation involved in the translation process should be regarded as a more crucial factor than mere word correspondences. Hence, to accurately convey the intention and nuances of the original text, translators must take the influence of context into full consideration when translating and make flexible use of linguistic resources to find the most appropriate expression in the target language.

Example 1 : Muck in the corners

Translation: бороться за шайбу в углу площадки с одним или несколькими игроками соперника

Example 2 : Lit the lamp

Translation: забросить шайбу

Example 1 is a typical example of a term that needs to be translated in context, and it is not appropriate to translate it as катание по грязи. The word corners in muck in the corners is easily understood as the four corners of a hockey rink. Instead, the author has reduced the translation to a situation, combining the meaning of the word muck with the scene of a heated battle for the ball in a hockey arena, resulting in бороться за шайбу в углу площадки. Other terms derived from muck are mucker and mucking style (хоккеист, отлично борющийся за шайбу в углах площадки and стиль игры, характеризующийся большим количеством борьбы у бортов и в углах площадки), and these are also summarized in Ginzburg Evgenievich's work. Example 2 needs to be contextualized with the scenario that the lights on the goal light up when the puck is shot into the goal in the arena. Therefore, a light coming on indicates a goal, i.e., забросить шайбу. On the contrary, if the translation is given without understanding the situation in which the light comes on, the message can be misrepresented. A word may have different meanings in different situations. Therefore, when translating, individual terms should not be viewed in isolation, but should be understood in a whole scenario or even environment. Only by doing so can we accurately capture the true meaning of the term in the moment.

4.2.2. Translation of Cultural Lexical Terms

In the game of ice hockey, terms strongly associated with the cultural context appear mainly because the sport of ice hockey originated in North America, and over time it has absorbed elements of the local culture and gradually developed a unique terminology system. These terms are not just descriptions of athletic skills; they also reflect the history, regional characteristics, and cultural traditions of the game; for example, some hockey terms may derive from early rules of the game or commemorate certain historical events or figures. In addition, some terms may be associated with dialects or slang from specific regions that have been incorporated into hockey terminology over time. In the live broadcast of the game and post-game reports, many regional cultural terms will flood into the viewers' and readers' eyes. Therefore, in the process of translation, when there is implicit information in the source language, it is necessary to make necessary explanations or supplementary explanations according to the requirements and expression habits of the translation language, and translate into words with a certain degree of cognition and a more familiar cultural background for the readers of the original language, so as to maximise the true meaning of what the source language wants to express. Therefore, in the process of translation, when there is hidden information in the source language, it is necessary to make necessary explanations or supplementary explanations according to the requirements and expression habits of the translation language and translate into words with certain cognition and more familiar cultural background to the readers of the original language, so as to maximise the true meaning of what the source language wants to express. Newmark talks about cultural words and their translation methods in the chapter of Translation and Culture in A Textbook of Translation. Newmark believed that most cultural words are associated with a specific language, and that it is essential to consider the linguistic and cultural values behind the words, and to analyse specific issues.

Example 1 : Cherry- Picking- Style

Translation: манера игры хоккеиста, когда тот находится рядом с зоной защиты соперника в ожидании паса, чтобы выйти один на один с вратарем

Example 2 : Canadian Hockey

Translation: канадский хоккей стиль игры, типичный для канадских команд, эмоциональный, с акцентом на силовую борьбу

Example 3 : Face-off

Translation: ввод шайбы в игру в начале каждого периода или после остановки игры свистком судьи на льду

Example 4 : Hat Trick

Translation: хет-трик. Ситуация, когда игрок забивает три шайбы в одной игре

Example 5 : Gordie Howe Hat Trick

Translation: «Хет-трик Горди Хоу». Ситуация, когда в одной игре хоккеист забрасывает шайбу, отдает голевую передачу и принимает участие в драке. Назван в честь знаменитого нападающего «Детройт Ред Уингз» Горди Хоу, известного бомбардира и силового хоккеиста, часто участвовавшего в драках.

Understanding is the basis of expression, but there are different levels of understanding, which can be a surface understanding of sentence structure or a deeper understanding of the laws that govern how things work[10], and this is especially true in the process of translating terminology, which in Example 1 is derived from the concept of the English slang term cherry picking, which described someone who was only willing to sit in the backyard and do the simple, relaxed job of picking out cherries, but who had a decent amount of harvest of them. Translating

cherry picking style becomes much easier after understanding the meaning behind the word, the term itself describes a wait-and-see policy in the game of hockey and is meant to refer to a scoring style that preferred to wait for a pass near the goal box and then take a shot on goal from close range. The term cherry picking is also used in other sports such as football, basketball, baseball and badminton, etc., but these sports are different in nature, so a flexible approach to translation should be applied when confronted with the same term for different sports. The terms summarised in this section are a concentration of the intermingling of cultural words and terminology and illustrate the importance of understanding the meaning behind such terms when dealing with them.

Example 2 is a term that has typically developed with the history of hockey, and it is well known that Canada occupies an important role and place in the history of modern hockey. The Canadian men's national ice hockey team has won 9 Winter Olympics and 18 World Men's Ice Hockey Championships, making it the team that has won the most Winter Olympics ice hockey tournaments and Men's Ice Hockey World Championships. The reason for the flourishing of hockey in Canada is not only since Canada has more superior natural and indoor hockey facilities, more perfect management measures and scientific and systematic training than other countries, but also due to the fervent pursuit of hockey by Canadians. Canadians believe is that the sport of hockey is a kind of war, that is, athletes must face competition, rushing, and co-operation in hockey training and games, so it requires athletes to have the manly spirit of fighting, bravery, tenacity, and even madness. As a result, the translation of Canada Hockey as канадский хоккей стиль игры, типичный для канадских команд, эмоциональный, с акцентом на силовую борьбу is not just a linguistic level of conversion, the author has also added his interpretation of the original explanation of the cultural context of the term. This approach is one that preserves the original meaning of the source term while adding contextual additions for ease of understanding.

The source term for Example 3, on the other hand, is a term which is strongly related to the rules of the game of ice hockey, i.e., it refers to the action of the referee placing the puck on the ice at the beginning of a game or at the restart of a game after a timeout for a foul, and the two opposing team's wingers standing face-to-face with their bodies arched and face-over-face in an attempt to take control of, and gain control of, the puck. A direct translation of this term as *лицом к лицу* would undoubtedly be ambiguous. So, when faced with terms like those derived from the culture of the ice hockey game in a translation dictionary of Chinese and Russian ice hockey terms such as the one from which this article draws, it is essential to add additional explanations of the original terms while retaining their competitive connotations.

The source term Hat Trick in Example 4 is rooted in a specific tradition of hockey culture and refers to the feat of a player scoring three times in a row in a match. The term dates to 19th-century England and was originally used in the sport of cricket, where in 1858, in a cricket match between the All England 11s and Hallam at Hyde Park, Sheffield, England, All England 11s bowler Herself Harmen Stevenson bowled three consecutive strikes, knocking out three of the opposing team's players. This was quite a remarkable achievement, and the club awarded Stevenson a hat as a symbol of supreme honour. Later, the term was introduced to the game of ice hockey with the implication that a player breaks through the opposing team's goal three times in a game. In hockey culture, when a player scores a hat trick, fans will excitedly throw their hats into the rink in both celebration and praise, and this behaviour has gradually evolved into a tradition. Obviously, it is also inadvisable to use a direct translation method for this term, so the translation should try to retain the cultural connotation of the original term, i.e. the exceptional achievement of a player scoring three times in a row in a game.

Example 5, on the other hand, belongs to the category of terms that have evolved from a historical event or a famous person in history. Due to their symbolic nature, such terms play a key role in cultural transmission, and will circulate across cultures and societies, ultimately

serving as a bridge that connects the past with the present, the individual with the collective. The source language of the term in the example originates from a performance by the famous NHL star Gordie Howe, who not only scored, but also assisted his teammates in scoring in a game on 16 October 1953 and was involved in a brawl in the same game. This feat of scoring, assisting, and fighting in a single game would later become known as the Gordie Howe Hat Trick in honour of this well-rounded performance by Howe. The term is now widely used in hockey to describe similar performances. In this book, Ginzburg Evgenievich keeps not only the cultural connotations of the original terms, but also provides a concrete contextual explanation to make their meanings clearer. To sum up a few of the cultural word-type terms that have co-evolved and co-evolved with the culture of ice hockey, it is vital to ensure the accuracy of the translation, to respect cultural differences, and to avoid simply applying the behavioural patterns of one culture to another.

4.2.3. The translation of abstract terminology

In *To state the main ideas of rhetoric*, Chen Wangdao puts forward the definition of borrowing and divides the system of borrowing into two categories: paraliberal borrowing and dyadic borrowing, in which dyadic borrowing refers to replacing the name of the thing with what is said in the text, which is specifically divided into four categories: part for whole/whole for part, specific for general/general for specific, specific for abstract/abstract for specific, and reason for result/result for reason[11]. Chen Wangdao concluded in his article that concrete generalises the form of a thing, and abstract generalises the nature, state, effect, etc. of a thing [12]. Ice hockey terminology is also often used to replace universal characters and events with an abstract, specific thing, which is mainly used to simplify the description of complex actions, so that spectators and athletes can quickly understand the dynamics of the game, and even non-native-speaking spectators can quickly capture the key moments of the game. In this regard, Sun Na concluded in her thesis that the translation of this kind of borrowing phenomenon should also follow the principle of translating what is substituted, i.e., if it is concrete instead of abstract, it should be translated as abstract, and if it is abstract instead of concrete, it should be translated as concrete [13]. Regarding these two types of borrowing phenomena, the third type of Chen Wangdao's borrowing classification - concrete instead of abstract/abstract instead of concrete - is chosen as the object of study to explore the translation methods for this type of ice hockey terminology.

Example 1 : Postage Stamp

Translation : точный бросок в правый верхний угол ворот

Example 2 : Saucer pass

Translation : очень точный и удобный для партнера пас, когда шайба, посланная верхом одним игроком другому, попадает последнему прямо на клюшку (напр.: Backstrom fired a backhanded saucer pass 50 feet across the ice)

Examples 1 and 2 belong to the same classification of abstract for concrete. In Example 1, it is not hard to find that Stamp here is the concrete, actual word, and the choice is to translate this term into the abstract concept of точный бросок в правый верхний угол ворот. Apparently, the translated term does not correspond to the idea that the concrete generalises the form of things; on the contrary, it belongs to the abstract concept of. According to Chen Wangdao's summary, the translation method here is the representation of the abstract concept instead of the thing. Replacing the directional nature of the concrete noun Stamp, the top right of the letter, with the translated abstraction. Similarly, the concrete noun Saucer pass refers to the abstract concept of очень точный и удобный для партнера пас, a pass that makes it difficult for opponents to predict while teammates can easily catch it, like a sauce that flies up during cooking. In ice hockey, this terminology with a referential nature is often used by tournament commentators or media people in the text or commentary, these abstract terms for those who work in the field

of ice hockey, it has the advantages of unifying the standard of comprehension, precise expression of intent, reflecting professionalism, and facilitating the media coverage, etc., but it is difficult to fit the reading habits of the target language readers, who are not the audience of ice hockey matches, if the one-to-one translation method is used, and therefore, it is difficult to fit the reading habits of the target language readers, who are not the audience of ice hockey matches. When translating such terminology, whether it is to turn abstraction into concrete or vice versa, it should be to follow what is substituted and what is translated, i.e., to follow the principle of re-communication in communicative translation, to make the borrowed representation work.

5. Conclusion

With the rapidly development of Chinese ice hockey, it has become an inevitable trend to be in line with international standards. Researching and promoting the translation of Russian ice hockey terminology will be useful for Chinese ice hockey to absorb the techniques and tactics of ice hockey powerhouses, accelerate the pace of its own development, and improve its international competitiveness. For Chinese ice hockey players, coaches and fans, understanding and mastering Russian ice hockey terminology will assist them to understand the sport more deeply, improve the level of competition and viewing experience, and contribute to Chinese ice hockey showing a more professional and open image on the international stage, attracting more international attention and support. This paper chooses Newmark's theory of communicative translation as the theoretical basis of this paper because the theory has many centralised manifestations in the selected translation materials, which play a good role as a precursor to terminology translation. Nowadays, scholars at home and abroad rely on a single theory for the study of sports terminology translation, which is often based on the theory of purpose, the theory of conformity, the theory of functional equivalence, and the theory of language domain. There are fewer studies on the translation of sports based on communicative translation theory, and even fewer studies on individual ice and snow sports. In the face of the inevitable trend of ice and snow sports towards internationalisation, I believe that the study of the translation of ice hockey terminology will help to bring ice hockey into line with internationalisation in the future and provide a better environment for more people engaged in the ice hockey industry or enthusiasts to communicate with each other. In conclusion, the above analysis not only proves that the communication theory is indeed an indispensable criterion for testing translations, but also provides a comprehensive guide for translation and a new direction for the study of sports translation.

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