

The Strategy Research of the Foreign Propaganda Translation of Traditional Chinese Medicinal Materials in Longxi County, Gansu Province in the Perspective of Communication Science

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Abstract: Traditional Chinese medicine civilization is a brilliant gorgeous treasure formed in the long-term development of Chinese culture, with dual attributes of culture and science. In the report of the 19th National Congress of the Party, it is clearly stated that Chinese medicine is an indispensable and important part of China's strategic industry. It is necessary to adhere to the development of traditional Chinese medicine and adhere to the policies of equal emphasis on traditional Chinese and western medicine. At the same time, with the logic, meteorology, religion, and philosophy contained in Chinese medicine culture, the increasing attention and attention of scholars from various countries have got more and more attention. Chinese medicine has moved from China to international. With the international circulation of Chinese medicine increasing year by year, the export of Chinese medicinal materials has also become an important way to display Chinese culture and promote the development of foreign trade. Then the accurate expression of the foreign propaganda translation text related to Chinese medicinal materials not only involves the correct communication between international medical workers, but also affects the safety of clinical science and technology and pharmaceutical work.

1. Introduction

As one of the birthplaces of Chinese traditional Chinese medicine culture in Gansu Province. Gansu Province has always been an important province and a source guarantee base for the production of Chinese medicinal materials in my country. Up to now, the planting of Chinese medicinal materials in Gansu Province has formed large-scale development, with more than 2,500 species, with an average annual output of more than 1.3 million tons, and an annual output value of nearly 20 billion yuan.

Taking the representative Longxi County as an example, the county's records of the planting of Chinese medicinal materials as early as the Wei, Jin, Southern and Northern Dynasties were the long-standing millennium medicine hometown. According to the latest statistics from the unified census of Chinese medicinal materials in the country, the planting Chinese medicinal materials in Longxi County accounted for 96 of the 363 varieties of Chinese medicinal materials in the country,

close to a quarter of the country; there are 93 of them, close to three quarters of the country. There are more than thirty types of Chinese medicinal materials in Longxi County. Among them, “Longxi Astragalus” and “White Codonopsis” have been certified by the national origin logo certification.

Based on this, Longxi County, as one of the largest traditional Chinese medicine resources enrichment areas in the country, is also the traditional Chinese medicine production area in Gansu Province.[1] The center of transaction information also becomes a demonstration area for national traditional Chinese medicine production raw materials for the production of raw materials for traditional Chinese medicine.

In the era when this Chinese medicine culture is moving towards the world and has been promoted to the national strategic height, its foreign propaganda translation should be valued by the academic community. Materials have a distinctive regional characteristic culture to go out better.

2. Communication and Foreign Propaganda Translation

The communication was born in the United States in the 1930-40s. In 1946, Lasswell H. D. was the first time that the concept of “mass communication science” was proposed. The University of Illinois in the United States then established the world's first communication institute by Wilbur Schramm in 1947. He published his first communication textbook and edited the first collection of popular dissemination papers. Lasswell H. D. published an article in 1948 *The Structure and Function of Communication in Society*: for the first time, a complete 5W mode was proposed: “Communication”, “Communication content”, “audience”, “channels”, “effects and feedback.

He pointed out that communication is studying how to use specific symbols to exchange social information. It is to explore the science of the dissemination process and behavior of all human beings, and the science of the relationship between people and society in communication. [2] The essence of spreading is a commonly conscious behavior and activity, and it is also the process of communicating and transmitting information in human society. The elements involved in the spread show a kind of interaction in this process, and form a systematic, interconnected, and continuous change.

Since the end of the last century, the translation academic community has paid attention to the function of translation and exchange information, that is, the spread of information between the two languages. The essence of the translation is to pass and exchange information through the interaction of language symbols. At the same time, under a certain translation theoretical framework, the translator needs to restore the information that the original author wants to pass to the reader as much as possible.

In the 1980s, Wang Qinghua believed that translation is an act of information transmission between different languages, which has the characteristics of Communication studies. German scholar Wolfram Wells also proposed that “translation is a special way of transmitting interlingual information that is closely related to language choices and behaviors”. As an important branch in the field of translation, publicity translation is a cross-cultural and cross linguistic information dissemination and exchange that transcends national, ethnic, and regional boundaries. The essence of publicity translation is the communication and exchange between different languages and cultures.

Studying publicity translation from the perspective of communication studies theory can not only provide systematic and comprehensive theoretical guidance and support for translation practice, but also help to choose the translation strategies and methods used in publicity translation. In other words, in the context of Chinese culture going global, it is profound and significant to use publicity translation to better spread Chinese culture to the world through research from the perspective of communication studies. When disseminating Chinese herbal medicine publicity texts, translators

should build communication content under different ideologies based on cross-cultural communication theory, and make the target language readers understand and accept the translation to achieve the purpose of publicity.

3. Translation of Chinese Herbal Medicine Publicity is a Necessity for Foreign Exchange and Development

The traditional Chinese medicine culture in China originated from the philosophy of hundred schools of thought in the Pre-Qin period, and gradually integrated literature, geography, astronomy, art and other elements in the long process of development. It is a typical representative of Chinese culture and against the backdrop of a cultural powerhouse. Traditional Chinese medicine has been sold to many countries abroad and is increasingly loved and recognized by people.

According to the latest data released by the World Health Organization, as of now 183 countries worldwide have recognized traditional Chinese medicine, more than 30 countries and regions have established traditional Chinese medicine schools, and 29 countries, including Australia, have established relevant traditional Chinese medicine laws and included some traditional Chinese medicine in the national medical insurance system. Countries such as Russia, Singapore, Vietnam, the United Arab Emirates, and Cuba have registered and sold some traditional Chinese medicine in the form of drugs.

However, we still need to recognize that the current publicity work for traditional Chinese medicine is still in its early stages, and how to effectively introduce Chinese medicine to foreign readers remains the focus of our translation work. The widespread dissemination of Chinese herbal medicine publicity and translation around the world not only promotes China's long-standing history, culture, and ideology, brings multiple health guarantees to the public, but also brings enormous economic and social benefits to China.

The exchange between China and countries around the world in the field of traditional Chinese medicine has a long history, and the future development will also be a process of mutual exchange, constantly enriching and improving one's own quality. However, we should note a fact that currently in the international natural medicine market, the annual product trading volume is over 30 billion US dollars, accounting for approximately one-third of the global drug trading volume. However, China's export of traditional Chinese medicine in the international market share of traditional Chinese medicine is less than that of Japan and South Korea. China's Lebensraum of traditional Chinese medicine has been greatly affected, and many objective factors have hindered the further development of traditional Chinese medicine in China. In this situation, the role of constantly changing and developing external publicity translation cannot be underestimated. Chinese herbal medicine related texts themselves involve a lot of practical, experiential, and technological knowledge. We should adopt a humble attitude of absorbing the strengths of others and being inclusive. On the one hand, we should actively spread Chinese medical culture to the outside world, and on the other hand, strengthen the learning and reference of foreign medical knowledge. The dissemination process of Chinese herbal medicine publicity and translation is not only a process of communication and learning with foreign medicine, but also a source of motivation to promote continuous improvement and development.

4. Analysis and Suggestions on Translation Strategies of Traditional Chinese Medicine Publicity in Longxi County from the Perspective of Communication studies

4.1 Improve the translation theory related to traditional Chinese medicine

Up to now, the translation theory research related to traditional Chinese medicine is still

influenced by early research methods and research themes. Corpus research methods have also been used to explore the commonalities and differences in the English translation of traditional Chinese medicine publicity, attempting to summarize and discover better translation strategies and principles for traditional Chinese medicine, and providing a basis for standardized translation of traditional Chinese medicine. The drawback is that the capacity of the traditional Chinese medicine terminology and corpus used is not large enough, which leads to insufficient research depth and affects the accuracy of the research. Moreover, the translation research based on the corpus of professional terms in Chinese and English versions such as Huangdi Neijing and Compendium of Materia Medica shows that the consistency rate of the translation related to Chinese medicinal materials is low.

Moreover, compared to the current published papers on traditional Chinese medicine, it is not difficult to find that the expression of translation theories related to traditional Chinese medicine only stays in a general sense. Although the academic community has raised debates about the characteristics and standardization of traditional Chinese medicine language, there has been little systematic and standardized theoretical research. To promote the internationalization of traditional Chinese medicine and promote the civilization of traditional Chinese medicine, it is necessary to improve the exploration and construction of traditional Chinese medicine translation theory, and lead the correct direction of the development of traditional Chinese medicine translation.

4.2 Principles and norms for standardized translation of traditional Chinese medicine

A standard is a summary of practical experience and technology, a definition of repetitive concepts, a general provision for actual or potential existence, with the aim of achieving the best behavioral norms or order. So the process of standardization is to develop, publish, and implement standards. The object of standardization can be problems or potential problems in products, services, or processes.

4.2.1 The translation of Chinese herbal medicine names should have unified translation standards

International organizations clearly require the development of unified translation standards for the names of traditional Chinese medicine and related products. In view of this, the Chinese pharmacopoeia specifies the legal pinyin, legal Latin name, legal name, and legal medication location of some Chinese medicinal materials. In 2017, the Technical Committee for Standardization of Traditional Chinese Medicine of the International Organization for Standardization issued the standard “terminology of Traditional Chinese Medicines”. On the basis of the naming system of the Chinese Pharmacopoeia, the English names of 495 kinds of traditional Chinese medicines were added. However, even so, the aforementioned works do not include the names of all commonly used Chinese medicinal herbs, and still cannot provide a comprehensive and thorough standard.

4.2.2 Standardization of translation of academic terms related to medicinal materials

After sorting out the existing publicity and translation materials of Chinese medicinal materials in Longxi County, it is found that the translation of related terms is in a state of scattered confusion. The reason for this is that, firstly, due to the translator's biased understanding or translation bias, the translation of terms related to traditional Chinese medicine has not formed an accurate, complete, and systematic expression, resulting in blocked channels for information dissemination and difficulty in being understood and recognized by the target speaker, thereby affecting export sales and local economic benefits.

Secondly, the professional level of translators engaged in traditional Chinese medicine translation varies, with varying levels of understanding of traditional Chinese medicine translation. Moreover, translation standards and norms are chaotic, and the use of translation strategies and methods is not reasonable enough. Thirdly, the industry does not attach enough importance to the translation research of professional terms related to traditional Chinese medicine, and chaotic translation standards will inevitably create obstacles to information dissemination, because only standardized and unified translation standards can achieve the best dissemination effect of traditional Chinese medicine publicity translation.

5. Conclusions

With the in-depth development of foreign exchange and trade of Longxi County's traditional Chinese medicine as a national superior resource of traditional Chinese medicine, high-quality translation of publicity texts as a bridge and carrier of information dissemination is essential. From the perspective of relevant theories of communication studies, based on sorting out and analyzing the problems existing in the translation of local TCM publicity, this paper puts forward corresponding solutions, hoping to make a modest contribution to the accurate dissemination of various indicators of Longxi County TCM, improve the international cultural strength of TCM, and realize the high-quality development of local TCM industry.

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