

Translation of allusions in Chinese external propaganda

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Abstract: In the context of globalization, Chinese Public Diplomacy, as an important international communication method, has the mission of promoting Chinese culture, conveying national image and values. However, Chinese external promotion also faces many challenges such as audiences from different cultures, languages, and social backgrounds, as well as the complexity of information dissemination. In order to effectively convey information, external communication requires carefully designed strategies and means. As a language element rich in cultural connotations, allusions are of great significance for cross-cultural communication. How can these unique vocabulary be transformed between language and culture in different cultural contexts, while maintaining their original meaning and adapting to the understanding of Italian readers. Localization, accuracy, and suitability of foreign languages; Cultural metaphors and metaphors; How to overcome cultural and linguistic barriers has always been a challenge in translation work. This chapter will delve into the significance and challenges of Chinese propaganda, as well as the role and effectiveness of allusion translation in propaganda. At the same time, it will introduce the principles and considerations of allusion translation.

1. Introduction

Chinese external promotion, as an international communication tool, aims to convey China's voice, culture, and development concepts to the world, promoting a deeper understanding and recognition of China by the international community. Under the dual drive of globalization and information technology, Chinese external promotion is not only necessary for cultural inheritance, but also an important way to build China's international image and promote international cooperation. Through external publicity, China can showcase its achievements in social, economic, technological, and other fields to the world[1].

However, Chinese outreach also faces multiple challenges. Firstly, the differences between different cultures lead to distortion and misunderstandings in information dissemination. Secondly, language barriers and limitations in communication channels make it difficult to accurately convey external propaganda information to the audience. In addition, there are differences in the level of understanding of China among different countries and regions, and precise positioning and communication strategies need to be developed for different audiences.

To address the aforementioned challenges, external communication strategies are particularly important. The external publicity strategy covers multiple aspects such as information selection,

dissemination methods, audience positioning, etc. It can not only help external publicity better adapt to different cultural backgrounds, but also improve the efficiency and accuracy of information dissemination.

2. The role and effectiveness of allusion translation in external publicity

As a way of cultural inheritance and expression, allusions are cultural elements that have undergone long-term evolution and accumulation, often containing profound connotations and values. Allusions are an important link in cross-cultural communication. It can convey rich emotions and information within limited textual expression[2].

Allusions have a wide range of applications in Chinese external propaganda. It can be used to explain a country's development philosophy, policies, and showcase the country's cultural traditions and values. The use of allusions in external propaganda helps international audiences better understand China's historical background and cultural characteristics, and enhances cultural identity and emotional resonance between each other.

Allusions have a unique dissemination effect and influence in external propaganda. The profound cultural connotations and wisdom contained in allusions can resonate with the audience and stimulate their interest in Chinese culture and values. Through allusions, external propaganda information can be more vividly and vividly conveyed to the audience, enhancing the dissemination and memory of the information. Allusions can build emotional bonds in cross-cultural communication, promoting understanding and communication between different cultures.

Translation of allusions is an important and challenging task. During the translation process, it is necessary to fully respect the cultural background and meaning of the original text, while also adapting to the expression habits and audience cognition of the target language. The translation of allusions not only involves language conversion, but also cultural transmission, so multiple factors need to be comprehensively considered in the translation process[3].

When translating allusions, there are some basic principles that need to be followed. Firstly, the principle of accuracy is to ensure that the translated allusions can faithfully convey the meaning and emotions of the original text. Secondly, the principle of readability is to ensure that the translated allusions are fluent and natural in the target language, making them easy for the audience to understand. There is also the principle of localization, which should be appropriately localized according to the characteristics of the target culture, in order to make the allusion closer to the audience. There are differences between different languages, and it is necessary to choose appropriate expressions and vocabulary to maintain the meaning and charm of allusions. It is also necessary to consider the psychological needs and cognitive habits of the audience in order to better arouse their interest and resonance.

In summary, publicity strategies and allusion translation are of great significance in Chinese publicity. Through carefully designed external publicity strategies, combined with the principles and methods of allusion translation, China can better convey its own culture and values, and enhance international exchange and understanding. However, external publicity work and allusion translation also face many challenges, requiring continuous exploration and innovation to better achieve the goal of international communication.

3. Translation Practice for Italian Version

Italian is a Romance language with a long history and is the official language of the Italian country. Its characteristics include beautiful phonetics, flexible grammar, and rich vocabulary. There is a distinction between tense and gender in Italian, which may pose some grammatical and semantic challenges in translation.

Italy is a country with a profound history and cultural heritage, and has made outstanding contributions in fields such as art, literature, and music. This cultural background may affect the understanding of specific vocabulary, allusions, etc. by Italian readers in translation. Therefore, when translating, it is necessary to consider how to integrate cultural differences and characteristics into the translated work while maintaining the original meaning, in order to better convey information.

The acceptance of information by Italian readers in external communication is influenced to a certain extent by various factors, including culture, politics, economy, and so on. Italy, as one of China's partners, has a strong interest in China's development. However, there are also different views on external communication in Italian society. Therefore, in translation practice, corresponding adjustments and strategic choices need to be made based on the characteristics and needs of the audience

3.1 Poetic allusions

In the report, it was mentioned that there is a need to prepare for danger in times of peace and prepare for future events.

Being prepared for danger in times of peace is an idiom that originated from Zuo Qiuming in the Spring and Autumn Annals. Being prepared for danger in peace refers to being in a stable environment, but also considering the potential dangers and disasters that may arise. Mencius said, Born in troubles, died in peace. This is true for individuals, and even more so for a country. Being prepared for danger in times of peace is a forward-looking sense of crisis and concern. In times of peace, there should be contingency measures in place. While being well prepared for material matters, one should also constantly adhere to the precepts of safety and keep in mind the lessons of failure. Only by being prepared for danger in times of peace can one be prepared and take preventive measures. We should have this awareness in national governance, constantly urging the process and direction of national development.

"Be prepared for the rain" is an idiom that originated from the anonymous "Book of Songs" in the Western Zhou Dynasty. The idiom means to tie up the doors and windows before it rains. Before doing something, if you have sufficient preparation, you will be able to handle it with ease and avoid unnecessary troubles in a timely manner.

The word "preparation" does not exist in foreign languages, and how to translate the profound meaning of "preparation" is a necessary requirement for explaining this word during the translation process. Preparative, affrontare facing welcoming, scenario negative; Being prepared to face negative situations is the inherent meaning of being prepared in times of peace and security. China is still in a period of coexistence of strategic opportunities and risks, with an increasing number of uncertain and unpredictable factors, and various risks and uncertainties emerging at any time. We must stick to the bottom line and be prepared to withstand the wind and waves. On the way forward, we must always remember our mission and take preventive measures.

In Qu Yuan's "National War", it is mentioned that "the soul of a son is a ghost hero", which means "the hero among ghosts". However, Li Qingzhao continued to use its classic meaning. In her "Summer Jue Jue", she wrote: "Life is a hero, and death is also a ghost hero." This poem not only praises Xiang Yu's heroic spirit, but also externalizes her beautiful ideals of putting on a battle robe and galloping on the battlefield.

3.2 Common sayings and allusions

This country is its people; the people are the country. This sentence is translated and explained in Italian as follows: Questo Paese rappresenta il suo popolo e il popolo è il Paese. A monarch is like a ship, and the people are like water. Water can make ships sail safely or sink.

4. The challenges and solutions of allusion translation

Chinese and Italian have significant differences in cultural traditions and historical backgrounds, therefore, their allusions often have different cultural connotations and language expressions. Italy is a country with a profound history and cultural heritage, and has made outstanding contributions in fields such as art, literature, and music. This cultural background may affect the understanding of specific vocabulary, allusions, etc. by Italian readers in translation. Therefore, when translating, it is necessary to consider how to integrate cultural differences and characteristics into the translated work while maintaining the original meaning, in order to better convey information.

When translating allusions, it is necessary to consider how to transform between language and culture to maintain the original meaning and adapt to the understanding of Italian readers. When translating allusions, cultural transformation and localization methods can be adopted. For example, the word "preparation" mentioned in 3.2 refers to continuous, tightly bound, and profound preparation. Simply put, it means preparing in advance, preparing what is needed after rain before it rains. However, in special allusions, it means preparing for development and opportunities in advance. When we are fully prepared, we will not be afraid of problems arising. In the context of globalization and modernization, China can also take the opportunity to develop to a higher level. This method helps to overcome obstacles in cross-cultural translation.

In the translation of allusions, preserving the core meaning is very important. Even if adjustments and adaptations are necessary during the translation process, it is important to ensure that the main information and cultural connotations of the allusions are preserved in order to better convey the original intention.

Balancing literal translation and free translation is an important skill in translating allusions. For some easily understandable allusions, literal translation can be chosen; For some complex or culturally diverse allusions, it is necessary to use free translation techniques to ensure the accuracy and fluency of information transmission.

The level of understanding and acceptance among Italian readers is a key factor in evaluating translation quality and dissemination effectiveness. Translation practice not only requires maintaining the accuracy of the original text information, but also ensuring that Italian readers can accurately understand the content of the report, thereby achieving the goal of information transmission.

The content and expression of the report will directly affect the Italian public's perception of China. Therefore, translation practice should convey a positive image and values through appropriate vocabulary and expression methods, in order to promote the positive impact of China's image in Italy.

5. Summary and Outlook

Crossing cultural and linguistic barriers, allusions, as a cultural element, can convey core information in different cultural backgrounds, expand the scope of information influence, and promote cultural exchange and understanding.

Allusions play the role of bridges in translation, transforming original information into easily understandable forms for audiences, promoting communication and interaction between different cultures. The accuracy and appropriateness of allusion translation are directly related to the dissemination effect of external propaganda information in the target country. By effectively translating allusions, external promotional information can better integrate into the cultural background of the audience, evoke resonance, and enhance the attractiveness and influence of the information.

The translation of allusions not only conveys information, but also shapes the image of the sender to a certain extent. Through precise translation of allusions, external propaganda information can better convey the sender's values and stance, enhance the audience's trust and identification with

the sender.

Translation practice fully reflects the crucial role of allusion translation in external propaganda. In the context of Italian culture and language, translators need to accurately convey the development philosophy of the Communist Party of China to Italian audiences, achieving the transmission of information and the dissemination of value.

With the development of artificial intelligence and natural language processing technology, more technological means can be utilized in the future to improve the efficiency and accuracy of allusion translation. Machine translation and other technologies can assist translators in preliminary translation, which can then be further polished and proofread by professionals to ensure accurate transmission of allusions.

Future allusion translation requires a deeper understanding of the cultural background and values of the target audience. This will help to better select appropriate allusions and incorporate familiar cultural elements into the translation to enhance the resonance and influence of the information.

The translation accuracy of the Italian version of the report is directly related to the understanding and trust of Italian readers in the content. In the translation process, it is important to ensure that allusions are conveyed without losing their original meaning, while maintaining smooth language expression, so that the Italian audience can deeply understand the core content of the report.

The understanding and acceptance of the report by the Italian audience is a key indicator of the success of translation practice. By appropriately translating allusions, the content of the report can better align with the cognition and values of Italian readers, enhancing their interest and trust.

The influence and effectiveness of the Italian version of the report directly reflect the quality and dissemination effect of allusion translation. Through successful translation practices, the Italian version of the report can generate a positive response in Italian society and enhance the image and reputation of the Communist Party of China in Italy. If the report can accurately convey the development philosophy and policies of the Communist Party of China, trigger thinking and discussion among Italian readers, it will have a profound impact on Italian society, promote understanding and cooperation between China and Italy.

In summary, allusion translation, as an important component of Chinese external communication, plays an important role in overcoming cultural and language barriers, promoting information transmission, shaping images, and conveying values. By summarizing practical experience and looking forward to future development directions, the quality and effectiveness of allusion translation can be further improved, and the influence and recognition of Chinese publicity in the international community can be promoted.

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