

# ***Research on the Construction of Foreign Translation Standards of Intangible Culture and the Improvement of International Communication Efficiency--Taking Shandong Intangible Cultural Heritage as an Example***

**Zhiguo Feng<sup>1,a,\*</sup>, Lang Chen<sup>1,b</sup>, Mengyao Xue<sup>1,c</sup>**

<sup>1</sup>*School of Humanities and Foreign Languages, Qingdao University of Technology, Qingdao, Shandong, China*

<sup>a</sup>*fengzhiguo@qut.edu.cn*, <sup>b</sup>*1240785754@qq.com*, <sup>c</sup>*3475774302@qq.com*

*\*Corresponding author*

**Keywords:** Shandong intangible cultural heritage, Intangible cultural heritage terminology database, International communication of intangible cultural heritage, Communication effectiveness

**Abstract:** This study addresses key challenges in the international dissemination of Shandong's intangible cultural heritage (ICH), including inconsistent terminology translation, low communication efficacy, and the absence of an evaluation framework. It proposes an integrated solution combining an ICH terminology database with a 5W+2E international communication efficacy evaluation system. By establishing a standardized terminology database developed through interdisciplinary expert collaboration, leveraging new technologies, and adopting innovative communication models, the research enables precise interpretation and multimodal dissemination of ICH projects. Simultaneously, it establishes an ecological evaluation framework for international communication. This study promotes interdisciplinary integration, enhances the accuracy of ICH communication, strengthens overseas audiences' understanding of Chinese culture, and improves the effectiveness of China's soft power in international cultural dissemination.

## **1. Introduction**

Intangible cultural heritage (hereinafter referred to as ICH), as a vital cultural symbol forged through history by nations and ethnic groups, carries unique collective memory and plays a significant role in continuing historical context, strengthening cultural confidence, and advancing the construction of a modern socialist culture. In August 2021, the Guidelines on Further Strengthening the Protection of Intangible Cultural Heritage (hereinafter referred to as the Guidelines) was issued, which explicitly called for greater efforts to popularize ICH. The Guidelines emphasized the need to adapt to the trends of deep media integration, enrich communication methods, expand dissemination channels, and promote the widespread transmission of ICH. As an important manifestation of China's soft culture, ICH provides a rich cultural calling card for "telling China's stories well and conveying China's voice," serving as a crucial window for

the world to understand Chinese culture, philosophical ideas, and spiritual outlook.

This paper takes Shandong Province's ICH as a case study to elaborate on the current state of its translation and international dissemination, the establishment of standardized translation criteria, and the construction of an efficacy evaluation framework for global communication, along with its practical implications. By analyzing methods for building ICH translation standards and systems for international communication, it explores strategies for the dissemination of ICH translations. The study not only investigates methodologies for developing standardized terminology in ICH translation but also innovatively refines the international communication evaluation system into a replicable and sustainable model. Furthermore, it promotes the integration of translation studies with other disciplines such as linguistics, anthropology, and communication, advancing interdisciplinary research. This effort contributes to the progress of translation studies, enhances Shandong's capacity for external cultural expression, and strengthens the global discursive influence of China's soft cultural power.

## **2. Current Status of Communication of Shandong Intangible Cultural Heritage Projects**

### **2.1 The Cultural Significance of Intangible Cultural Heritage in the Shandong Region**

As of 2021, according to publicly released data from the Shandong Provincial Government, the Department of Culture and Tourism has officially recognized 95 provincial-level representative intangible cultural heritage (ICH) items, along with 74 items listed as extended entries of the provincial ICH representative list. By the end of 2022, Shandong had established a four-tier ICH inventory system, comprising 186 national-level items, 1,073 provincial-level items, and 12,758 county-level items. These ICH projects span ten major categories, including folk literature, traditional music, traditional opera, and traditional crafts. In recent years, Shandong has continued to strengthen ICH safeguarding efforts, improve the heritage inventory and management system, and advance the development of a comprehensive ICH database.

Based on available data, Shandong is now home to 8 UNESCO Intangible Cultural Heritage of Humanity elements, 186 national-level representative ICH items, and 1,073 items at the provincial level. This wealth of outstanding intangible cultural heritage demonstrates that Shandong's ICH is not merely a static exhibit in museums, but also a vibrant expression of historical memory and a contemporary manifestation of the enduring legacy of China's ancient civilization. Establishing a standardized framework for the translation of Shandong's ICH and promoting its global dissemination not only helps to preserve and promote local culture, history, and spirit, but also enables the world to gain a multidimensional and holistic understanding of Chinese culture and ethos.

In today's digital era, Shandong's ICH gains increasing opportunities to fully demonstrate its historical depth and spiritual connotations. Through various communication channels—such as short videos, the metaverse, VR, and AR—Shandong's intangible heritage can transcend temporal and spatial constraints, reach global audiences in more accessible forms, achieve multilingual and diversified international communication, and contribute to intercultural dialogue and mutual learning among civilizations worldwide.

### **2.2 International Dissemination of Shandong's Intangible Cultural Heritage: Current Status and Challenges**

In recent years, Shandong Province has established a systematic framework for safeguarding intangible cultural heritage (ICH) through an integrated model of "talent + convergence + dissemination," achieving notable progress in international communication. For instance, the 2024

"Shared Beauty, Hospitality Shandong" cultural tourism event in Los Angeles, USA, showcased ICH items such as Weifang kites and Laixi puppet shows, along with cultural and creative products. This event not only introduced Shandong's cultural heritage to American audiences but also facilitated the signing of multiple cooperation agreements, enhancing Sino-U.S. cultural exchange. Additionally, cross-border e-commerce platforms have become vital channels for promoting Shandong's ICH globally. Feixian handmade embroidery has reached customers in the United States, Sweden, and Russia; Juye meticulous peony paintings generate annual sales exceeding ten million yuan; and Dawenkou lace techniques have been exhibited at the United Nations, driving employment among women in rural and disabled communities while also achieving annual sales of over ten million yuan. By integrating ICH with tourism and cultural industries, Shandong has initially developed a systematic model for promoting its intangible heritage.

While Shandong Province has achieved certain results in the international promotion of its intangible cultural heritage (ICH), it still faces two major challenges. First, there is a lack of unified standards for ICH translation, and no provincial-level standardized ICH corpus has been established. Translators often work based on individual experience, leading to significant discrepancies in how the same ICH item is translated. The absence of a searchable terminology database or corpus in Shandong severely hinders effective ICH dissemination <sup>[1]</sup>. As a result, overseas audiences often struggle to fully comprehend the cultural connotations of some ICH items, and a "cultural discount" occurs during the transmission of core ICH values. Specific manifestations include:

**Inconsistent terminology use:** For example, terms such as "Weifang kite" and "Shandong embroidery" have multiple English versions in different contexts. Without support from a unified provincial corpus, translation inconsistencies impair international audiences' cognitive coherence.

**Insufficient interpretation of cultural connotations:** At present, the historical origins, folk symbolism, spiritual significance, and philosophical ideas behind ICH skills often lack appropriate annotations adapted to the target culture. This makes it difficult for global audiences to gain an in-depth understanding of Chinese cultural connotations.

**Limited dissemination channels:** Although Shandong has invested considerably in ICH safeguarding and achieved remarkable outcomes, there remain considerable gaps in its external communication. Few translated publications on Shandong ICH are available, and the province often applies domestic communication strategies—including perspectives, language, and models—directly to international audiences. This approach prioritizes local response over global perception, resulting in limited effectiveness in overseas promotion <sup>[2]</sup>.

### 3. Constructing a Framework for Intangible Cultural Heritage Translation

#### 3.1 The Construction of ICH Translation Corpora: An Overview of Current Landscapes and Problematic Areas

Shandong Province lags significantly in both the digital coverage of intangible cultural heritage (ICH) and the integration of technology, which is mainly reflected in the following three aspects:

First, in terms of terminology development, the absence of a unified provincial translation standard has led to inconsistent terminology translation. For example, the primary translations for "Luxiu" include the literal rendering "Lu Embroidery," the geographically explicit "Shandong Embroidery," and, in some academic and folk studies, "Folk Tapestry of Shandong." However, the term "tapestry" is more accurately applied to "Juanxiu" (e.g. Juancheng Lu brocade) rather than Shandong embroidery. The lack of consistency among these translations can result in cultural omission and misunderstanding during international promotion, making it difficult for global audiences to clearly understand the specific meaning of "Luxiu."

Second, regarding website development, platforms such as the "Shandong Intangible Cultural

Heritage Protection Center" currently offer only a Chinese version, with no systematic organization of multilingual content. This results in limited and narrow dissemination channels.

Third, in terms of technology application, although some ICH projects, such as Mount Tai shadow puppetry, have attempted VR demonstrations, the lack of multilingual adaptation and the small number of showcased items restrict the ability to provide international audiences with a more immersive experience.

Shandong Province has not yet introduced a unified provincial standard for the translation of intangible cultural heritage (ICH) terminology, techniques, or names. As a result, significant discrepancies persist in the English renditions of ICH items across different regions and projects in Shandong. Furthermore, a review of promotional websites reveals that most platforms dedicated to Shandong's ICH lack English-language content (see Table 1). The scarcity of professionally translated materials has, to some extent, constrained the international dissemination and exchange of Shandong's intangible cultural heritage <sup>[3]</sup>.

Table 1: Some publicity websites of Shandong intangible cultural heritage

Name	website	Website language
<b>Shandong Provincial Department of Culture Tourism and Tourism</b>	<a href="http://whhly.shandong.gov.cn/">http://whhly.shandong.gov.cn/</a>	Chinese (Simplified, Traditional)
<b>Shandong Provincial Cultural Center</b>	<a href="https://www.sdpcc.cn/">https://www.sdpcc.cn/</a>	Chinese
<b>Shandong Xuanchuan Wang</b>	<a href="https://www.sdpcc.com/#/web/index">https://www.sdpcc.com/#/web/index</a>	Chinese
<b>Shandong Provincial Department of Culture and Tourism</b>	<a href="https://www.sdxc.gov.cn/">https://www.sdxc.gov.cn/</a>	Chinese
<b>Shandong Intangible Cultural Heritage Protection Center</b>	<a href="http://www.sdfeiyi.org/">http://www.sdfeiyi.org/</a>	Chinese
<b>China Shandong Net</b>	<a href="https://www.sdchina.com/">https://www.sdchina.com/</a>	Chinese, English, Korean, Japanese, Russian
<b>Shandong Museum</b>	<a href="https://www.sdmuseum.com/">https://www.sdmuseum.com/</a>	Chinese, English

### 3.2 Establishing Standards for Intangible Cultural Heritage Translation

#### 3.2.1 Guiding Principles for ICH Translation Standards

The accuracy of foreign language translation for intangible cultural heritage (ICH) directly influences its effectiveness in international communication. Therefore, establishing a standardized framework for ICH translation must be considered from multiple dimensions. This study proposes a framework guided by three core principles: cultural fidelity, functional equivalence, and audience adaptation. The specific contents of these principles are as follows:

##### 1) Cultural Fidelity Principle to Ensure Cultural Accuracy.

To ensure that translations accurately convey the cultural connotations of ICH and prevent the loss of core meaning during linguistic transfer, a combination of literal and free translation methods should be adopted while maintaining the standpoint of the native culture. This approach helps preserve the essential meanings of rituals, techniques, symbolic significance, and cultural connotations, avoiding excessive domestication. For cultural images or expressions that share a similar cognitive framework in the target language, direct translation may be used. When literal translation fails to convey the cultural image of the source text or may lead to misunderstandings

among the target audience, translators should consider both their own cognitive framework and the cultural cognition of the target audience. In such cases, it is advisable to combine literal and free translation while incorporating cultural compensation, using the closest possible expression in the target language to represent the original image<sup>[4]</sup>.

### 2) Functional Equivalence Principle for Linguistic Readability.

In translating intangible cultural heritage items, the goal is to achieve cognitive and emotional effects in the target language similar to those of the source text. By using words or expressions in the target language that are similar or equivalent, the cognitive framework of the target audience can be activated, enabling them to accurately understand the cultural imagery of the source language and achieve an effect comparable to understanding the original text<sup>[5]</sup>. For example, "Jianzhi" may be translated as "paper-cutting art" or "the art of cutting paper" to emphasize its artistic nature. Enhancing linguistic readability helps international audiences more clearly comprehend the specific techniques and meanings of ICH projects, thereby laying the foundation for greater acceptance among global viewers.

### 3) Audience Adaptation Principle for International Receptivity

Building upon the principles of cultural fidelity and functional equivalence, translators should also place significant emphasis on the receptivity of international audiences. Tailoring translation strategies for different audience groups—such as scholars, adolescents, and children—enhances the effectiveness of international communication. This approach increases both the acceptance of Chinese ICH experiences and the willingness of global audiences to actively engage with China's intangible cultural heritage.

For example, in translating "Pi Ying Xi," the term "Shadow Puppet Play" may be used for children to emphasize engagement and fun, while "Chinese Leather Silhouette Theater" is more appropriate in academic contexts to reflect technical and cultural precision.

## 3.2.2 Process of building a standard framework for intangible cultural heritage foreign translation

**The establishment of a standardized framework for ICH translation involves a two-pronged approach.** First, appropriate translation methods must be selected, with terminology primarily sourced from ICH nomination documents, academic literature, and oral accounts by ICH practitioners. These terms are categorized into three translation tiers: core-layer literal translation, interpretive-layer explanatory translation, and adaptive-layer reconstructive translation. The core-layer literal method applies to ICH terms that already possess internationally accepted translations; the interpretive-layer explanatory approach is used for terms lacking direct equivalents in the target language; and the adaptive-layer reconstructive strategy is employed for concepts entirely unfamiliar to the target audience.

Second, based on this methodological classification, a tripartite review mechanism is established, involving cultural experts, linguists, and translation scholars. Through extensive interdisciplinary collaboration, these experts collectively discuss, refine, and ensure the accuracy of ICH terminology. Linguists subsequently assess the readability of the translated texts to avoid unnecessary complexity and enhance audience receptiveness. Finally, target audience testing is conducted through A/B testing on international platforms such as TikTok, X, and Instagram, where the optimal translation is selected based on performance metrics.

To illustrate the framework in practice, three Shandong ICH terms—Weifang kites, Shandong clapper ballads, and Zibo colored glaze—are initially categorized according to the three core principles of ICH translation (see Table 2). The tripartite review mechanism then determines the final translated versions (see Table 3), ultimately forming a digitally sharable national ICH terminology database through digital technology. This review system not only helps identify the

most effective translations but also prevents deviations from the core principles of ICH translation. The operational mechanism integrating both the review system and translation methods is illustrated in Figure 1.

Table 2: Term translation strategy reference table

Reference index	Weifang kite	Shandong Kuaishu	Zibo Liuli
<b>Literal Translation</b>	Weifang Kites	Shandong Fast-Talking	Zibo Glassware
<b>Translation with Annotation</b>	Weifang Kites (painted folklore motifs)	Shandong Clapper Talk (with bamboo castanets)	Zibo Liuli (lead-barium glass)
<b>Transcreation</b>	Weifang Sky Canvases	Shandong Rhythmo-Tales	Zibo Lumicraft
<b>Finalize the translation through A/B testing (No empirical data is available yet.)</b>	Example: Weifang Kites Literal translation has the highest international recognition	Shandong Rhythmo-Tales Unfamiliar concepts adopt the adaptive layer reconstruction translation method, and rhythmo increases the audience's experience of fast book rhythm	Example: Zibo Liuli (lead-barium glass) The combination of literal translation and annotation facilitates the audience to understand the production process

Table 3: Three-step Review Process for ICH Terminology Translation

Reference index	Main Responsibilities	Personnel composition	Work Contents
Cultural expert	Ensure the accurate transmission of cultural connotation	Non-genetic inheritor + anthropologist + folklore scholar	Verify cultural connotations and symbolic meanings to ensure the accuracy of intangible cultural heritage skills and process descriptions
Linguist + Translator	Optimize language fluency; Increase audience acceptance	Professional intangible cultural heritage translator + native target language translator/editor	Be close to the writing habits of the target language, avoid literal translation of culturally loaded words, and use appropriate translation strategies
Audience testing	Verify the actual effect	International audience	Collect test data, organize expert group to discuss the acceptance of target population, and determine the final translation

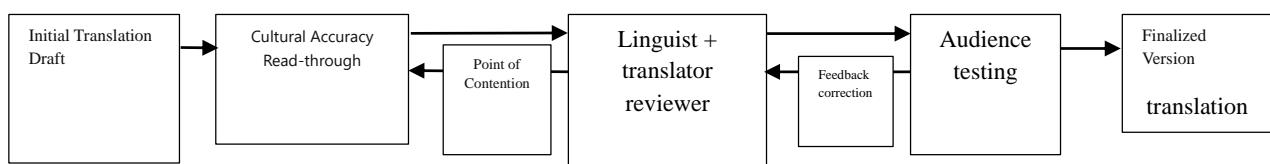


Figure 1: Operation mechanism of intangible cultural heritage foreign translation standard framework

### 3.3 Application value of intangible cultural heritage foreign translation standards

The establishment of a standardized translation framework for intangible cultural heritage (ICH) in Shandong Province—a leading region in ICH preservation—will play a pivotal role in breaking down language barriers during its international promotion. By providing accurate and consistent translations, the framework will help eliminate confusion among global audiences regarding China's ICH, enabling Shandong to present its cultural heritage to the world with greater clarity and precision. This, in turn, will deepen international understanding of Chinese culture and values, while enhancing the recognizability of Shandong's ICH projects and strengthening their brand identity worldwide.

According to information released by the Shandong Provincial Department of Culture and Tourism, on March 1, 2025, 500 European tourists entered Qingdao visa-free aboard the international cruise liner “Europa 2.” They eagerly participated in Shandong's cultural activities, with numerous intangible cultural heritage (ICH) items—including performances such as Jiaodong Drum and Praying Mantis Boxing, as well as handicrafts like sugar painting and clay tigers—attracting widespread attention and appreciation. This reflects the substantial market potential for the international dissemination of Shandong's ICH.

In this context, a standardized ICH translation framework can further support the international promotion of the “Friendly Shandong” platform by providing multilingual reference materials for scenic area guides, ICH exhibitions, handicraft exports, and related activities. Such resources will significantly enhance the depth of overseas tourists' engagement with Shandong's intangible cultural heritage, fostering greater cross-cultural understanding and sustained interest.

Moreover, to foster a more comprehensive and in-depth global understanding of China and overcome cultural barriers in international exchanges, it is essential to establish a standardized framework for translating cultural terms. Such an effort helps prevent symbolic distortion caused by cultural mistranslation. Grounded in the principles of cultural fidelity, functional equivalence, and audience adaptation, the proposed framework ensures the preservation and emphasis of native cultural connotations and characteristics when translating cultural and ICH terms. By taking into account the receptiveness of international audiences, it enhances global society's accurate perception of China and Chinese culture, thereby encouraging proactive engagement with and appreciation of China's cultural heritage.

## 4. Approaches to Constructing an Evaluation System for the International Communication of ICH

### 4.1 Critical Considerations for Developing an International Dissemination Assessment Framework for ICH

To effectively promote Shandong's intangible cultural heritage (ICH) to the world, it is essential to not only build an ICH terminology database but also establish an international communication evaluation system applicable to Shandong and even other provinces across China, thereby presenting authentic Chinese culture globally. This framework builds on Lasswell's 5W communication model—comprising communicator (Who), message (What), channel (Where), audience (To whom), and effect (What effect)—by introducing two additional dimensions: Ecology and Efficiency, forming a new 5W+2E communication model for effect measurement and evaluation. The integration of the classic 5W model with the newly proposed 2E dimensions creates a systematic, replicable, and ecological framework for assessing the efficacy of international communication. Based on the proposed ICH terminology database model, the specific focus areas of the 5W+2E communication model are as follows:

### 1) Communicator (Who)

This dimension focuses on forming a specialized expert team during the initial phase of ICH translation. It is essential to ensure translators' professional competence and interdisciplinary research capabilities. The team should cover a wide range of disciplines and include both Chinese and international experts, with in-depth participation from scholars in translation studies, linguistics, and anthropology. Based on the three core translation principles and three translation methods in the ICH terminology database model, the team will produce multiple versions of translated texts for subsequent data testing and comparative analysis.

### 2) Message (What)

Emphasis is placed on the accuracy of translations and cultural adaptability. Leveraging the ICH terminology database, this dimension evaluates the standardization and consistency of ICH terms, as well as the proportion of multimodal elements—such as images, text, videos, and VR—used in dissemination. A/B testing is conducted to collect and analyze communication data for different translations of a single term, ultimately selecting the optimal version based on test results.

### 3) Channel (Where)

This aspect examines the methods and pathways for the international dissemination of ICH. While Shandong's current efforts are predominantly led by official initiatives, challenges such as slow website updates and insufficient multilingual support persist. The proposed framework integrates the ICH terminology database with multidimensional communication channels, including advanced technologies like VR, AR, and the metaverse, as well as diverse formats such as images, videos, and interactive games. This approach aims to broaden the reach and deepen the impact of China's cultural narrative worldwide.

### 4) Audience (To whom)

The focus lies on audience receptivity. The combined use of a standardized terminology database and multidimensional promotion channels aims to convey ICH culture to international audiences. This requires not only accurately representing ethnic characteristics and preserving Chinese cultural connotations but also aligning with audience preferences and acceptance levels. Through A/B testing—for instance, comparing the popularity of “Weifang kites” promoted via short videos versus VR experiences, using standardized translations in both cases—data-driven insights can identify the most effective communication methods and experiences for global audiences.

### 5) Effect (What effect)

This dimension assesses the enhancement of cultural awareness through ICH dissemination. By incorporating the three-layer review mechanism from the ICH terminology database and leveraging expert evaluations and audience feedback, the framework evaluates the effectiveness of ICH communication. Key indicators include changes in overseas audiences' understanding of the cultural connotations embedded in Chinese ICH projects and increases in the citation frequency of standardized ICH translations by international media. These metrics inform dynamic adjustments to the 2E efficacy evaluation indicators.

### 6) Ecology

As a critical component of the international communication evaluation system, ecological sustainability emphasizes the stability of the framework in multi-stakeholder collaboration and the long-term sustainability of its operation, while introducing the ecology of translation—specifically the ecological paradigm—into the efficacy evaluation framework. Supported by the Three-step Review Process of the intangible cultural heritage terminology database, this ecological evaluation system enables dynamic monitoring of public opinion. It employs analytical tools to identify misinterpretations of ICH terminology in overseas media, facilitates the formulation of rapid response strategies, and mitigates potential negative impacts. Ecological sustainability further underscores the importance of diversifying translation approaches, enhancing translation accuracy,

expanding communication methods, and strengthening interdepartmental collaboration. It also calls for continuous, dynamic adjustments to the ICH terminology database framework and to the strategies and methods for evaluating communication effectiveness, thereby ensuring adaptability within an ever-changing environment. In this sense, an ecologically oriented evaluation system serves as a fundamental guarantee for sustained communication efficacy.

#### 7) Efficiency

This dimension evaluates both short-term and long-term communication performance and the lasting impact of cultural influence. Short-term metrics (within 6 months) include click-through and interaction rates, while long-term metrics (6–12 months) focus on the frequency of ICH terms entering target-language dictionaries. Additionally, the cost-efficiency ratio per thousand communications is monitored. Efficiency data guide adjustments to the 5W communication model, ensuring it remains aligned with the preferences of international markets and audiences regarding the forms and channels of Chinese ICH dissemination.

### 4.2 Overall Framework and Operational Model for Evaluating the Efficacy of ICH Translation in International Communication

The establishment of an efficacy evaluation system for the international dissemination of intangible cultural heritage (ICH) translations requires the integration of an ICH terminology database and the innovative 5W+2E communication model. This international communication evaluation framework is designed to accurately convey the cultural connotations of ICH, scientifically assess the effectiveness of Shandong's ICH in global communication, and break through Western-dominated discourse barriers. The ICH terminology database lays a solid foundation for the precise transmission of Chinese ICH cultural essence. Within the 5W+2E ICH international communication efficacy evaluation system, the 5W module focuses on the ICH dissemination process: forming an interdisciplinary translation expert team (Who); generating standardized content based on the ICH terminology database (What); integrating official promotion channels and utilizing new technologies such as VR, AR, and the metaverse (Where); analyzing the needs and preferences of overseas audiences (To whom); and monitoring the enhancement of cultural awareness and media citation rates (What effect). The 2E module ensures the sustainability of the entire system, achieving ecological operation through the coordination of multiple components and dynamic adjustments to the terminology database (Ecology), while evaluating communication efficacy by combining short-term click-through rates with long-term terminology adoption frequency (Efficient).

The overall framework operation should ultimately realize a “production-dissemination-feedback-optimization closed loop” (see Figure 2), forming an end-to-end management process for ICH communication—from precise translation and technological empowerment to the consolidation of influence. This enables China's ICH soft culture to be presented to the international community in a more authentic, multidimensional, and comprehensive manner, while providing a replicable communication paradigm for other cities across the country.

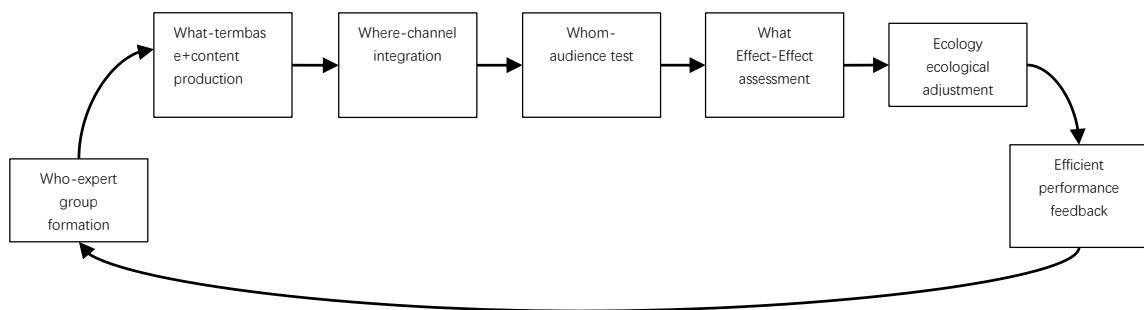


Figure 2: Operation mode of international communication effectiveness evaluation system of intangible cultural heritage foreign translation

#### 4.3 The Integration and Application of New Pathways and Technologies in Evaluating the International Efficacy of ICH Translation

In the era of rapid development in the digital age, new technologies are more and more widely used in various fields and disciplines, which also brings more choices of communication paths. Multi-modal modes such as virtual reality, which combine virtual reality, update the place where culture occurs, the mode of communication, and the field of information dissemination, and can effectively enhance the emotional response of the audience. By using the digital multi-modal reproduction of intangible cultural heritage corpus, we will change the previous didactic and one-way knowledge indoctrination methods, and turn to multi-dimensional and interactive information and value transmission, reconstruct the symbolic meaning and logical system of intangible cultural heritage's external communication, eliminate the consciousness gap in cultural acceptance, and enhance the cross-cultural understanding and recognition of intangible cultural heritage. Relying on the intangible cultural heritage foreign translation terminology database and the intangible cultural heritage international effectiveness evaluation system, new technologies and new communication paths can enable us to reach overseas audiences more quickly and comprehensively, understand audience preferences, reduce communication costs, help Chinese soft culture go global, convey Chinese voices and tell Chinese stories well.

#### 5. The Practical Value of the International Dissemination Effectiveness Assessment System

In the context of deepening globalization, mutual learning among civilizations has progressively emerged as a theme of our times. For Chinese culture and China's voice to reach far and wide, it is essential to break through language barriers, cultural divides, and biases in international discourse. Shandong Province, home to a wealth of intangible cultural heritage (ICH) that represents an outstanding expression of Chinese culture and civilization, now stands at a strategic window of opportunity created by the Belt and Road Initiative and the "Going Global" strategy for the global distribution of China's cultural industries. With the continuous advancement of the Five-Sphere Integrated Plan, the building of a strong cultural nation has embarked on a path full of challenges and possibilities. The goal of international communication is to help the world better understand China—its real, objective, and tangible nation and people. The international communication efficacy evaluation system, combined with the standardized ICH translation framework and leveraging multimodal, multi-channel communication strategies, provides global audiences with accurate, comprehensive, and accessible avenues to engage with China's ICH projects, culture, and spirit. This is manifested in the following aspects:

- 1) Breaking Through Cultural Communication Barriers

By adopting a standardized ICH terminology database, we can significantly reduce the “cultural discount” associated with the cultural context and symbolic meanings of ICH items, ensuring the precise transmission of ICH cultural connotations and avoiding misinterpretation or distortion by Western media. Meanwhile, the application of new technologies such as VR and AR enables international audiences to transcend time and space, immersing themselves in Chinese ICH experiences. This enhances interactive engagement during cultural promotion and increases the initiative of overseas audiences to learn about China’s ICH.

### 2) Strengthening Cultural Influence

One of the core objectives of the efficacy evaluation system for the international dissemination of ICH translations is to enhance the impact of global promotion of Chinese ICH through more scientific and systematic communication models, thereby elevating China’s soft culture from merely “being seen” to “being recognized.” Standardization of ICH terminology can facilitate the entry of Chinese ICH terms into the linguistic systems of target-language countries, forming long-term cultural memory among audiences and increasing international recognition of Chinese culture. Multimodal promotion methods—such as embedding cultural annotations in VR platforms or developing digital interactive ICH games—can make learning about China’s ICH more engaging for global audiences. A/B testing within the framework also helps to better understand audience preferences, reduce trial-and-error costs in communication, and dynamically adjust promotion strategies, thereby fostering emotional resonance and value identification with China’s ICH among overseas audiences.

### 3) Establishing Multi-Stakeholder Collaborative Ecosystems

The international dissemination of ICH cannot be accomplished by a single entity. Achieving effective communication requires policy guidance and financial support from government agencies, continuous training of translation talents and development of the ICH terminology database by universities and research institutions, as well as technical development for platforms such as VR, AR, and the metaverse, and operational support from multilingual promotion platforms like ByteDance and Tencent. This evaluation system establishes a mechanism for multi-stakeholder collaboration, forming an ecological and dynamic operational structure that ensures both translation quality and communication effectiveness. Its core strengths lie in the sustainable development and cross-regional replicability of the efficacy evaluation system for the international dissemination of ICH translations, enabling it to adapt to diverse cultural contexts and communication environments. Therefore, the framework of this system can be applied not only to ICH international communication but also to the global promotion of other fields such as traditional Chinese medicine and traditional festivals, serving as a universal framework for the “Going Global” of Chinese culture.

Building an efficacy evaluation system for the international dissemination of ICH translations based on a standardized ICH translation framework can address the practical challenges faced by Shandong’s ICH in international communication—namely, “inaccurate translation” and “ineffective dissemination”—while also breaking through the current situation where China’s voice is distorted or blocked on the world stage. By integrating terminology standardization, technological empowerment, and ecological collaboration, this framework supports the transition of China’s international cultural communication from a “extensive” to a “refined” approach in a more scientific manner, providing a replicable practical paradigm for accurately conveying Chinese culture and the Chinese spirit.

## 6. Conclusion

This study establishes a standardized terminology database for the translation of intangible

cultural heritage (ICH) and develops an efficacy evaluation system for ICH international communication. Through these dual frameworks, it advances interdisciplinary research and promotes integrated development between translation studies and adjacent academic fields. By facilitating the global dissemination of Shandong's ICH culture, this research actively supports China's cultural "Going Global" strategy. In doing so, it contributes to deconstructing Western cultural hegemony, mitigates the potential for cross-cultural misinterpretation of Chinese traditions, and enables international audiences to access a more authentic, textured, and comprehensive narrative of China.

Moreover, the systematic and modular architecture of the terminology database, when integrated with the 5W+2E communication model, offers a replicable and scalable dissemination framework applicable to diverse cultural and disciplinary contexts. This structured approach provides methodological and practical support for the broader systemic project of Chinese culture's global outreach. In conclusion, this research not only holds substantive significance for advancing interdisciplinary collaboration within translation studies but also strengthens the strategic soft power promotion of Chinese culture in international arenas.

## Acknowledgement

This work was supported by 2025 Shandong Province Humanities and Social Sciences General Project "An Interdisciplinary Study on the Translation and Digital Communication Performance of Shandong's Intangible Cultural Heritage" and 2025 China Center for International People-to-People Exchange Project "Building an International Communication System for Chinese Culture in the Era of Intelligent Communication: Core Values and Technological Pathways".

## References

- [1] Pan Jie. *Research on the translation and communication path of intangible cultural heritage publicity in Shandong Province under the background of Chinese cultural "going global" strategy* [J]. *Urban Impression*, 2022 (14): 166-168.
- [2] Yang Xiao. *Analysis of Shandong's intangible cultural heritage publicity strategies from the perspective of cross-cultural communication* [J]. *All-Media Exploration*, 2024 (4): 81-82.
- [3] Xu Chao. *Exploration of strategies for external publicity, translation and international communication of Shandong intangible cultural heritage* [J]. *Shandong Art*, 2023, (04): 6-15.
- [4] Sun Minglei. *Analysis of translation methods of Shandong's excellent intangible cultural heritage images* [J]. *Journal of Ludong University (Philosophy and Social Sciences Edition)*, 2024, 41 (06): 77-82.
- [5] Liu Jia. *Research on the construction of multi-modal corpus platform for digital empowerment of intangible cultural heritage external communication* [J]. *Shanghai Translation*, 2023, (06): 34-39.