

A Study on the Foreign Communication Mode of Translation and Introduction of Contemporary Chinese Literature Based on Overseas Communication Channels

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Abstract: Translating and introducing Chinese literature in the global cultural context is the attitude of Chinese translators to keep pace with the times and the duty-bound mission. With the deepening of the trend of world cultural diversity, the collision between various cultures is unprecedentedly fierce and the integration is more and more extensive, and Chinese culture "going out" has been promoted to the height of national strategy. The study of its translation is not only a practical application of translation theory, but also a further understanding of the present situation of overseas translation and introduction of Chinese contemporary literature. When translating and introducing Chinese contemporary literary works, we must correctly understand the problems at our own level and deal with them in a correct way. Based on the analysis of the practical problems existing in the translation and introduction of Chinese literature to the outside world, this paper explores the specific ways to break through the predicament and promote Chinese contemporary literature to go out better.

1. Introduction

The translation and introduction of Chinese literature can be traced back to the 18th century. Although the translation and introduction activities are scattered, they have never been interrupted since then [1-2]. After the founding of the People's Republic of China in 1949, especially in the last 30 years of reform and opening up, state institutions have become the main force to promote Chinese literature to go global. More and more scholars begin to examine and investigate translation from a cultural perspective [3]. As an important part of Chinese culture, Chinese contemporary literature is a new achievement in the development of Chinese culture in the new period. In the new era, promoting the spread of Chinese contemporary literature overseas is an important part of spreading Chinese culture and enhancing the soft power of national culture. This paper will discuss the translation and introduction of Chinese contemporary literature in the English world, and analyze the current situation of translation and introduction of contemporary literature in its regions and the main factors affecting the translation and introduction of contemporary literature, with a view to making suggestions for Chinese contemporary literature to better "go global".

2. The Main Factors Affecting the Translation and Introduction of Contemporary Literature

2.1 Media of translated works of contemporary Chinese literature

There are two main channels for the external communication of Chinese contemporary literature: the "sending" of Chinese as the main body and the "taking" of foreign as the main body, that is, self-communication and other-communication. If the translation and introduction of the latter is a folk behavior, the dissemination of the former is an official advocacy. In most cases, the works are translated or even changed by some overseas institutions or translators. To a certain extent, this kind of translation involves violent adaptation of works in order to cater to western mainstream values. Nowadays, all major translation and introduction websites of contemporary literature also have

reader exchange forums, and the Internet age gives readers with common interests all over the world the opportunity to communicate from afar. The translation of Chinese contemporary literature is seriously backward. In the three years from 2008 to 2010, only 29 kinds of Chinese literary works were published in the United States, while the contemporary works of mainland writers were even fewer, with only 19 kinds. Chinese translators may use the strategy of alienation too much, and it becomes a problem whether they can get the favor of western readers. Secondly, the number of high-level Chinese translators is gradually decreasing, which makes it difficult to meet the needs of our external publicity.

2.2 The translation and introduction of Chinese contemporary literature needs to be improved

The status of Chinese contemporary literature in world literature is still marginalized and small, and it is difficult to become a popular reading material. If contemporary literature really wants to participate in shaping literature, it should improve its artistry while popularizing it. At present, the criticism of Chinese contemporary literature is only limited to some scattered author posts, and readers' comments are not systematic, at the same time, its depth needs to be expanded. For example, in the well-known literary work *Wolf Totem*, when the author Jiang Rong described the Elun Grassland, it was described in the novel, while in the English version, the description of this geographical position was mentioned at the beginning of the novel. The external communication of Chinese literature should pay more attention to the correlation between its own cultural characteristics and world culture and civilization, and narrow the distance between them [4]. The translated content reflects not only the final form of the translated version, but also the interaction and contest of external and internal multiple elements including ideology, poetics criterion and patron system. The key factors that determine the fate of the translated version may also include the social, political and ideological status of the target language culture, its literary and translation traditions, the position of this tradition in the cultural system, and even the translator's poetics and ideological stance.

3. Obstacles to the Translation and Introduction of Contemporary Chinese Literature

3.1 The remoteness of Chinese culture

For Westerners, Chinese culture is out of reach, and their reading tradition will inevitably make it difficult for them to understand, appreciate and appreciate Chinese literature. Statistics show that Chinese contemporary literature has been translated into 25 languages, while English versions rank behind Japanese and French [5]. In 2009, 348 kinds of literary books were translated and published in America, among which only 8 kinds of Chinese literary works [6]. In terms of sponsors, it is concluded that sponsors are readers, and the nature of sponsors determines that once published, there must be a market for translated works, which explains to some extent the exponential growth of overseas readers of translated works of contemporary Chinese literature. In the long run, it is impossible for western readers to better understand the true image of contemporary oriental culture and form prejudice against modern Chinese literature, which cannot be eliminated in a short time. Use Chinese and Western literature and cultural knowledge that are mutually accepted and recognized, choose the good ones and use them, and skillfully use each other's psychology to spread themselves, reduce confrontation and conflict, and tend to consensus; With the help of powerful mass marketing. However, the tendency of western world to explore the dark side of Chinese society is in line with its need to construct a civilized and developed self-image with a "backward" and "inferior" Chinese image.

3.2 The channels of foreign translation and introduction of Chinese contemporary literature are not smooth

At present, on the whole, the publishing and distribution channels of Chinese contemporary literary works are still not smooth enough, which is not conducive to the circulation and distribution

of Chinese contemporary literary works in foreign libraries and markets. In the process of translation, the translator must constantly make choices among the multiple elements mentioned above, and consider the reader's expectation standard while being loyal to the aesthetic value of the original work. In the era of cultural pluralism, each country's culture has its own characteristics. However, China is highly subjective in promoting the translation and introduction of Chinese contemporary literary works, paying attention only to the acceptance of professional readers, ignoring the reading and aesthetic needs of other readers, and is often coldly received by the mass market. In fact, it is not easy for any foreign literature to open up the situation in the English market in the West (especially in the United States). Therefore, the translation and introduction of contemporary Chinese literature will be divided. Therefore, the government should give targeted support to the translation and introduction of a batch of online works with Chinese culture, and make use of the advanced nature of media to show Chinese culture to foreign readers.

3.3 Traditional concept barriers are difficult to break through

Some people in western countries have prejudice and resistance to Chinese culture, which leads to many obstacles in the process of "going out" of Chinese contemporary literature. Translated literature itself is a system, and the movement of this system is the result of many factors, including some non-literal factors, such as selection, manipulation and restriction. Different cultures are always in the process of constant movement, communication, struggle and misappropriation, which leads to mutual understanding and misunderstanding, and gives birth to new things that are either one or the other [7]. According to Zhang Xiao, our translator's duty is to be faithful to the original text and let readers understand it by themselves. We believe that readers must enter the story of Canxue to understand her creation, but we have no obligation to guide readers to read [8]. If it is far away from the trend of world cultural development, it will make foreign readers feel very isolated and even puzzled, which is also one of the reasons that hinder literature from moving from nation to the world. Similar phenomenon, the strong restriction of Western cultural centralism is reflected in the translation and introduction strategy, which makes the Western position become the reviewer and referee of cultural and aesthetic values. Under the domination of this unequal relationship between "center" and "edge", Chinese literature is interpreted and distorted by the West at will.

4. Ways to Translate and Introduce Chinese Contemporary Literature into Foreign Countries

On the basis of analyzing the practical problems existing in the translation and introduction of Chinese literature, this paper explores the specific ways to break through the predicament and promote the contemporary literature of our country to go out better. Specifically as follows:

4.1 Promoting the orderly development of translation and introduction from multiple aspects

By analyzing the contributing factors to the success of Chinese contemporary literature "going to sea", it is found that the audience for translation and introduction of Chinese contemporary literature is the mass group. These works use Chinese culture to package Western cultural elements, game elements and literary elements that are at the forefront of the trend. These characteristics help them to be accepted by readers from different cultural backgrounds. The topic selection, translator and translation strategy are internal causes, while writers, agents and scholars, laws and regulations, foreign translation evaluation mechanism and readers' expectation horizon, publicity channels and target readers are external causes. Irrational eagerness often dominates the translation and introduction of Chinese contemporary literature. Especially after "Chinese culture going out" was promoted to the national strategic level, the local translators and publishing society "swarmed" to follow the fashion. In order to make Chinese literary works enter the western world, we might as well accept the choice of western translations for a long time, let western readers accept Chinese cultural elements first, and make their appreciation interests become mixed and impure, and then accept Chinese official translations.

4.2 Analyzing the generation mechanism of western translation reviews and the target readers' vision

In the translation and publication of Chinese contemporary literary works, it is also necessary to pay attention to whether the translated version can win the attention of western readers and the affirmation of authoritative book review institutions, because these two dominate the public opinion on the evaluation of the translated version and influence the reading judgment of foreign readers. On the one hand, it helps to improve the translation quality of contemporary literary works; On the other hand, it can form a public opinion field and guide overseas scholars to pay attention to influential contemporary Chinese literary works. Translation and introduction of Chinese contemporary literary works is to better recommend literary works with Chinese literary characteristics to readers in European and American countries, spread them better, win the favor of European and American readers, and provide a window for them to understand the oriental culture and Chinese literary characteristics, instead of relying solely on state funds and policy support for external sales. We still have to admit that foreign translators show advantages that our domestic translators can't match, which is why Chinese literary works translated by these foreign translators are more acceptable to foreign readers. According to the target cultural perspective, the original works are fine-tuned and modified, and various decisions are made on a series of translation strategies, which make the language more fluent and readable, and ensure the attractiveness of the translated works to English readers.

4.3 Improve the support for translation and introduction

Relevant institutions have made a lot of promotion measures to support "Chinese culture going out", but as far as the current situation is concerned, efforts are still needed. We should encourage and promote the communication among translators, authors and publishing houses, especially establish benign cooperation with foreign publishing houses. Compared with domestic publishing organizations committed to "going global", these American publishing organizations undoubtedly have indisputable advantages in financial support, marketing means and sales channels when facing the local reader market. At present, China is actively implementing the strategy of Chinese culture going out, and the government and publishing organizations have begun to try various ways and channels to vigorously spread Chinese literature and culture to the outside world. It can be said that "going out" of Chinese culture is a circuitous road, which contains two meanings. On the one hand, as far as the present situation is concerned, China has taken many "detours" in the process of promoting Chinese culture to the outside world. It is undeniable that the Chinese government has spent a lot of manpower and financial resources for this purpose, but it is far from achieving the intended purpose, and it can be said that it has achieved little results. Therefore, it is necessary to establish cooperative relations with writers, translators and brokers, scholars, publishing houses and agents, especially to strengthen exchanges with famous foreign publishing houses.

4.4 Cultivate high-level local translators

Although the spread of Chinese contemporary literature requires the efforts of foreign translators, we can't ignore the training of local translators and the improvement of their quality. Cooperation between Chinese and foreign translators is the best form we expect. In the process of translation and introduction, we should also try our best to adopt the strategy of domestication in order to make the article read smoothly. Although the spread of Chinese contemporary literature requires the efforts of foreign translators, we can't ignore the training of local translators and the improvement of their quality. Cooperation between Chinese and foreign translators is the best form we expect. In the process of translation and introduction, we should also try our best to adopt the strategy of domestication in order to make the article read smoothly. At the same time, we should gradually establish a good communication mechanism and cooperation mechanism among readers, translators and translation and publication structures, and form a complete ecological chain of literary creation, translation, publication and promotion and dissemination of literary works. Let British and American

readers realize the unique aesthetic value of Chinese literature. This helps to clear the reading barriers of British and American readers and increase the aesthetic value of Chinese literature. Literary criticism and translation criticism are not only helpful to broaden the readers' range of translated works, but also helpful to improve the artistry of translation and introduction of Chinese contemporary literature, and then push it to mainstream literature.

5. Summary

Translation and introduction of Chinese literature is a long-term process, which cannot be accomplished overnight. In the initial stage of communication, it is inevitable to accommodate the receiver, which is also a basic law of literature communication and reception. Chinese literature, as an important part of cultural exchange, also faces the same problem. In the past, the way was to emphasize the beautiful cultural spirit of the original work and try to make the other readers feel good. We can't ignore the problems faced by Chinese contemporary literature in overseas communication. Based on the analysis of these problems, this paper explores the specific ways to translate and introduce Chinese contemporary literature, so that Chinese contemporary literature can be accurately positioned and more excellent Chinese works can go abroad and go to the world. At the same time, Chinese writers must constantly reflect on themselves, deify themselves, improve themselves, and sublimate themselves. In the new literary creation, they have more global consciousness and ability. Their works not only have Chinese characteristics, but also can go global.

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