

Research on Translation Strategies of Publicity from Multiple Perspectives

Qian Zhou, Xue Luo

College of International Studies and Education, Tongren University, Tongren, Guizhou, 554300, China

Keywords: Publicity translation; Cross cultural terms; Strategy

Abstract: In the process of global integration, in order to promote my country's economic development and enhance my country's national status, it is necessary to give full play to the utility of my country's cultural value, highlighting the status of my country's culture in global culture, and external publicity translation is an important part of language culture Content, the perspective of cross-cultural pragmatics can improve the translation effect of language and characters, and ensure the effective development of foreign propaganda translation. With the rapid rise of our country, foreign propaganda translation has received more and more attention and focus. Foreign publicity translation mainly spreads various information about our country through various media, and the quality and level of external publicity translation will directly affect my country's international image. Therefore, the importance of foreign publicity translation is self-evident. Foreign propaganda translation plays an important role in China's foreign exchanges. However, due to the huge differences in cultural and social backgrounds between China and the West, foreign propaganda translation faces many difficulties, and the quality of translation is not optimistic. From the perspective of cross-cultural pragmatics, this paper, By analyzing the development status of foreign propaganda translation and the common problems in foreign propaganda translation, it explores the strategy of foreign propaganda translation.

1. Introduction

With the progress of China's science and technology and economic development, China's comprehensive national strength and international competitiveness are increasing day by day. Publicity materials are an important way for other countries to understand our country, and also of great significance to spread our position and political opinions, enhance our international competitiveness and improve our cultural soft power. Cross-cultural pragmatics is a combination of language and culture, which mainly studies the characteristics of people's language behavior in the process of cross-cultural communication, so cross-cultural pragmatics plays a very important guiding role in the translation of publicity [2]. In the process of publicity translation, due to the different historical conditions of economic, cultural and political backgrounds of different countries in the world, translators need to accurately grasp the customs and cultural differences between China and Britain to further improve the accuracy of translation [3]. Cross-cultural pragmatics is a dual combination of culture and language, which mainly studies language behavior and pragmatic theory in the process of cross-cultural communication. Cross-cultural pragmatics's theory can not only help translators improve the accuracy and efficiency of translation, but also publicize Chinese traditional culture, reflecting China's great power status and cultural inclusiveness [4].

Intercultural pragmatics translation of foreign propaganda can be understood from two different perspectives, broad and narrow [5]. For those translation activities covering all walks of life and departments at all levels engaged in external publicity, it belongs to the broad sense of external publicity translation. The translation of practical styles such as various government document announcements, media reports, introductions from the government, enterprises and institutions, etc., belongs to the narrow scope of foreign propaganda translation [6]. The scope to be discussed in this article belongs to the generalized translation of foreign propaganda. With the increasingly close exchanges between China and other countries in the world, foreign propaganda translation also plays an increasingly important role [7]. From important speeches delivered by state leaders on international occasions to corporate slogans and signs of tourist attractions, they are all translated

into English, but the quality and level of translation are not ideal. translation and other phenomena [8]. For foreigners or foreign tourists, these translations make it difficult for them to understand, fail to convey information, and also go against the original intention of foreign propaganda translation [9].

2. Re-understanding of foreign propaganda translation from multiple perspectives

2.1. Overview of publicity translation

"Publicity translation" is a special form of translation. It is a cross-border, cross-language and cross-cultural external communication activity that translates a lot of information and opinions about China from Chinese to foreign languages and conveys them to foreign audiences through various media and channels under the background of globalization. Its purpose is to make China go global, let the world know about China, build a good international image of China, strengthen the soft power of Chinese culture and modernize China. Thus, publicity translation involves translation studies, communication studies, political science and other disciplines, and it is interdisciplinary. Its main body is publicity departments and institutions at the national and government levels and at all levels. Its forms are various, including books, periodicals, newspapers, radio, television, Internet, international conferences and other media. Its content is all kinds of information and opinions with strong Chinese characteristics, and its audience is a vast foreign audience. Its purpose is to explain China to the world and build a new world. Generally speaking, publicity translation mainly includes news text translation, political document translation, information translation, public signs translation, Chinese classics translation and so on. At present, China's foreign publicity translation practice and theoretical research have achieved fruitful results. The academic circles have carried out a lot of discussions on how to improve the quality of translation of publicity materials, and condensed a lot of guiding theoretical knowledge. However, looking at previous studies, we find that there is still a lack of a unified and clear understanding of the purpose of translation of foreign publicity in academic circles. The ternary interaction of rhetorical subjects in translation is shown in Figure 1.

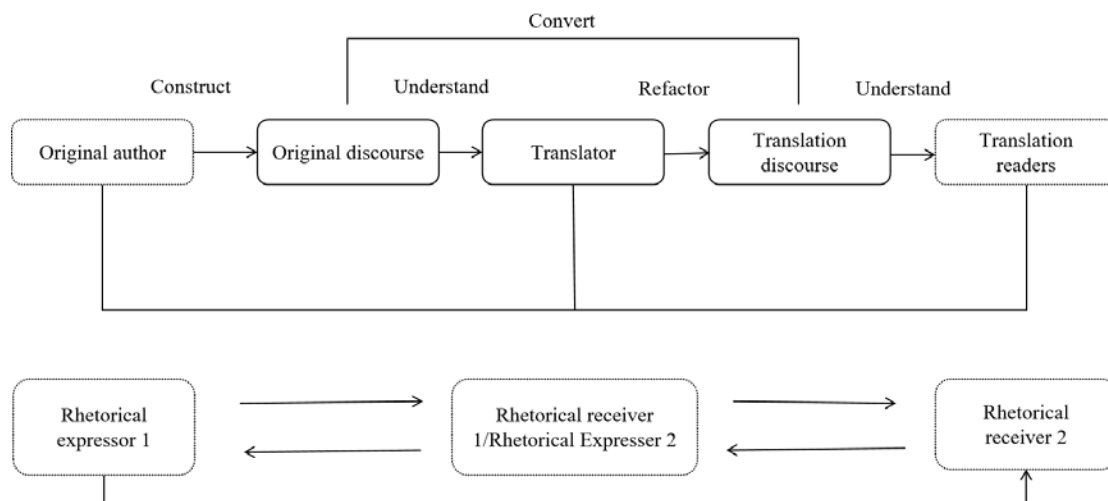


Figure 1 The ternary interaction of rhetorical subjects in translation

From the perspective of rhetoric, the re understanding of the purpose of publicity translation will help us to re understand the essence of publicity translation, and study the characteristics of publicity translation methodology in order to further explore the theoretically verifiable publicity translation strategies. As the name suggests, the important function of foreign publicity translation is to serve the overall situation of the country's foreign publicity work. According to the spirit of the national publicity work conference held every spring, the fundamental purpose of the publicity work is to "publicize China's basic national conditions, values, development path, domestic and foreign policies, show China's civilized, democratic, open and progressive national image, and create a more favorable international public opinion environment for China's economic and social

development." The work of carrying out publicity, displaying a good national image and creating a favorable international public opinion environment is itself a work of rhetorical persuasion. In this sense, publicity translation is essentially a rhetorical persuasion activity, which is the essential feature of publicity translation different from other types of translation. We believe that the lack of understanding of the essential characteristics of publicity translation is one of the reasons for the confusion and fuzziness of the definition of publicity translation. As for the definition of publicity translation, some scholars believe that all Chinese translation practices belong to publicity translation in a sense. Obviously, this definition is too general and fails to reflect the essential characteristics of publicity translation. In addition, scholars also tend to treat publicity translation and applied translation equally. Although this view highlights the feature that publicity translation is not literary translation, it also fails to point to the essence of publicity translation.

2.2. Matters needing attention in external publicity from multiple perspectives

We say that a language is not only a means of communication, but also a manifestation of a national culture. As a language, the most abundant and connotative part is vocabulary, which can show the cultural characteristics and development and change characteristics of a country. Such words are what we call cultural words. Therefore, Chinese cultural words are words that can directly reflect Chinese characteristics and culture. Due to the different conditions of each country, some words that appear in China to adapt to the times are not found in other countries, whether in academia, economics, or other countries. In the field of natural science, there are some words that are unique to China and are rich in Chinese characteristics. When we want to let foreigners understand these Chinese cultural words in China, there are often empty words due to their specificity. Usually, when encountering such problems, translators will make up for it by transliteration and explanation. However, if you want to develop for a long time, of course, you need an English with Chinese characteristics, and the author believes that the composition of Chinese English should be dominated by alienation, and naturalization should be the auxiliary. Only in this way can we promote the development of Chinese English and allow more people better understand China.

Translation in view of cultural differences at home and abroad. Due to the great cultural differences between China and Western countries, China and Western countries are also very different in social environment and cultural tradition. Therefore, the staff carrying out publicity translation need to have a good research on the social environment and cultural background of the country to be publicized in order to make the materials translated by publicity readable. We need to pay attention to publicizing China's traditional culture. Foreign publicity translation is an effective way to publicize various traditional cultures of our country, effectively publicize our traditional culture to other countries in the world, so that other countries can correctly understand China. Therefore, foreign publicity translation and culture are inseparable. First of all, the staff of external publicity and translation should have an in-depth understanding of the differences between different cultures, including the differences between historical conditions, social values, traditional customs and religious beliefs. They should be able to effectively select and retain various cultural differences. In addition, in the translation of external publicity, the staff also need to consider from the perspective of readers through transposition, so as to make the translation better accepted by readers. Finally, foreign publicity translation is to make foreign countries better understand China. In foreign publicity translation, we need to pay attention to establishing a healthy image of China, so that foreign people can have a positive understanding of China, consciously publicize China's excellent traditional culture and enhance China's international image.

3. Principles and measures of publicity translation from multiple perspectives

3.1. Principles of publicity translation

The principles that need to be followed in foreign propaganda translation mainly include (1) Chinese and foreign principles are different. From the perspective of cross-cultural pragmatics,

foreign propaganda translation follows the principle of difference between Chinese and foreign. Specifically, it includes the following parts: the target of publicity, the measures and content of publicity, Chinese and foreign words and languages, and generally speaking, Chinese and foreign values. It is very different from the living and cultural habits. Therefore, in the process of external publicity translation, we must follow the principle of Chinese and foreign differences, correctly treat this cultural difference, and improve the effect and level of external publicity translation. The differences between Chinese and foreign cultures are mainly reflected in the vocabulary, grammar and character form of Chinese and foreign languages, which are greatly influenced by historical reasons, regional factors and traditional culture. (2) There are other principles outside and outside. In the process of foreign propaganda translation, it is necessary to take into account the needs of foreign readers, combined with the actual situation of our country, and consider the cultural, political and economic differences of various external countries, so as to ensure the effect of foreign propaganda translation and make foreign propaganda more effective. Translation has a clear purpose to achieve. (3)The principle of implicit euphemism. Generally speaking, in the process of publicity translation, the translator must unify the translation objectives and functions to meet the needs of foreign readers, and comprehensively consider the cultural acceptance degree of each country, so as to ensure that publicity translation can well publicize China's humanistic traditions and enhance China's comprehensive national strength. (4) The principle of defining the core position of the text. In the materials of publicity translation, it is necessary to make clear the meaning of the text, put grammar and words into the whole text for detailed interpretation, so as to understand the true connotation of the text. In addition, during publicity translation, it is necessary to comprehensively and deeply explore the English and Chinese text structures and text categories, as well as the thinking meanings that can be realized in the text. Through the conversion of corresponding thinking grammar and paragraphs, the translation work can be carried out accurately, the publicity effect can be improved, and the cultural level of our country can be displayed. (5) the principle of mutual understanding. Because each country's history, economic development and social structure are very different, the values, ways of thinking and habits of each country will be very different. In order to improve the effect of publicity, it is necessary to enhance mutual understanding between countries, respect the cultural differences between countries and understand the needs and interests of foreign readers. (6) The principle of national interests. The process of foreign publicity translation is also a process of shaping the country. We should fully understand the important role of foreign reporting, put national interests first, and protect China's information and cultural security. It is necessary to shape the national image as the core of propaganda, safeguard national interests and enhance foreign audiences' sense of identity with China. The principles that translators follow during the translation process are shown in Figure 2.

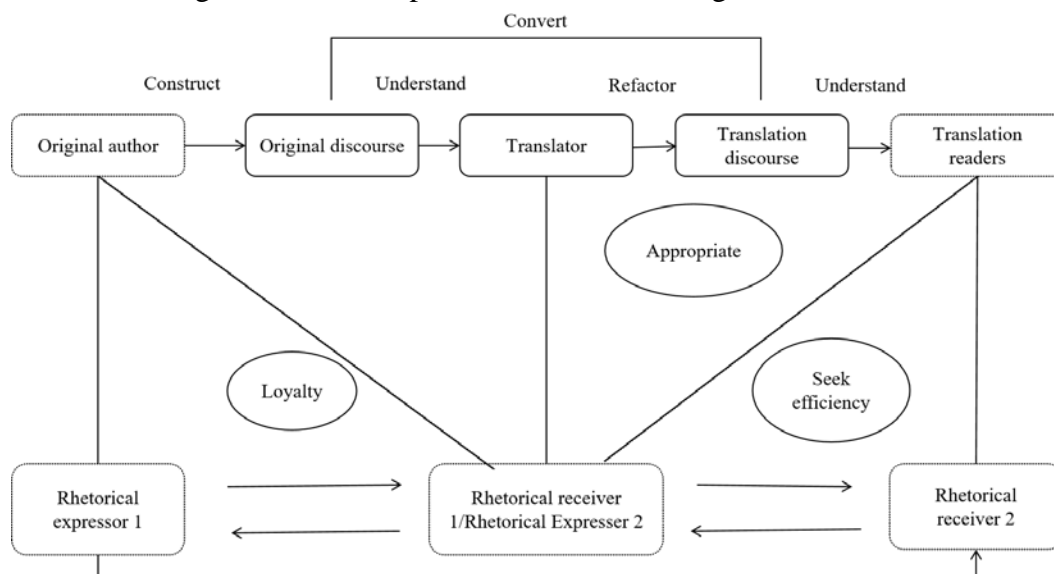


Figure 2 Schematic diagram of the principles followed by translators in the process of translation

3.2. External publicity and translation measures

The translation strategies of publicity mainly include: (1) translation strategies in newspaper news. (2) Translation strategies in magazine news. (3) Translation strategies in advertising texts. (4) Translation strategies in press conferences. At present, newspapers are one of the media used in various countries all over the world. There are many cultural elements in news headlines, news guides and news text. When translating publicity, we must deal with cultural elements effectively to ensure successful translation. When translating news headlines, we should not only reflect the information content of the news, but also highlight the cultural characteristics and effectively attract the attention of readers. When translating news leads, we should pay great attention to the expression differences between the source language and the target language, and pay attention to the extraction of information elements to achieve "equivalent" translation. There will be more cultural factors contained in the news text. When translating, translators need to first analyze the news text, analyze the cultural factors and main viewpoints, and then make effective transformation, and generate the final translation to improve the accuracy of news text translation. As a mass media, magazine has the following characteristics: in magazine news, more in-depth reports are used to comprehensively interpret news events and play a certain advocacy role; The target audience of the magazine is highly specialized and differentiated, which also determines that the content of the magazine is more professional and meticulous; The magazine has a wide range of contents. Many aspects of politics, economy and culture are included in the magazine text. In addition, it is good at in-depth reporting. Therefore, its interaction with politics and culture is very obvious. Based on this, when translating magazine texts, translators need to first consider their own cultural cognition and values, but consider the acceptance habits and language characteristics of foreigners to improve the accuracy of translation.

The meaning of advertisement includes notice, inducement and release. From the perspective of language structure, it includes verbal advertisement and non-verbal advertisement. In verbal advertisement, title, text and logo are the main components, while in non-verbal advertisement, image, color and layout design are the main contents. In social life, Chinese and English trademark advertisements are quite common. If the translation of trademark names is clever, it will promote the development of enterprises. When translating advertising words, it is necessary to compare Chinese and English languages. First, compare lexical features, including monosyllabic verbs, adjectives, compound words and loanwords; then compare syntactic features, including simple sentences, exclamatory sentences, imperative sentences, interrogative sentences and direct speech; finally, compare rhetorical features, including metaphor, personification, pun, parallelism, etc., so as to improve translation through the comparison between Chinese and English languages. After the completion of language comparison, it is necessary to translate the advertising text. First, we should accurately grasp the cultural differences contained in Chinese and English advertisements, so as to translate on the basis of ensuring the core meaning of the original advertising language and ensure that the advertising effect will not disappear. For the publicity materials of the press conference, the language used is written language, which covers many fields and contains a large amount of information, mainly objective narration, and uses many rhetorical devices such as parallelism and antithesis. When translating, we should pay great attention to the differences in language styles and ways of thinking, and at the same time, ensure politeness and accurately express the national position contained therein, so as to vividly express the meaning in the original text. When it comes to major strategic issues such as politics, military affairs, diplomacy, etc., translators need to fully consider the cultural differences between the source language and the target language, so as to ensure that they conform to the reading habits of foreigners and at the same time ensure their own national interests.

4. Conclusions

In the era of information explosion and global dissemination, under the background of not lack of propaganda but lack of good propaganda and effective propaganda, how to promote a real and

not misunderstood China to the world, and establish a new image of China that matches its international status, which is a strategic proposition. Modern Western rhetoric believes that the purpose of rhetoric is to influence the audience's ideas and attitudes, and to evoke certain desired actions in them. In this sense, foreign propaganda translation is also a kind of audience-centered rhetorical persuasion in essence. Affinity and reach among Western audiences. Translation staff need to understand the relevant theories of cross-cultural pragmatics, through the translation of news newspapers, magazines and my country's traditional culture, etc., and also need to translate reasonably according to the differences of different cultures, so that other countries in the world can Have a clear understanding of China and enhance my country's status in the international community.

References

- [1] Li S , Hiver P , Papi M . Research initiatives in the foreign and second language education program of FSU: Multiple perspectives, multiple approaches[J]. *Language Teaching*, 2019, 52(4).
- [2] Powell G N , Greenhaus J H , Allen T D , et al. ADVANCING AND EXPANDING WORK-LIFE THEORY FROM MULTIPLE PERSPECTIVES[J]. *The Academy of Management Review*, 2019, 44(1):54-71.
- [3] Goh C S , Wicke B , Potter L , et al. Exploring under-utilised low carbon land resources from multiple perspectives: Case studies on regencies in Kalimantan[J]. *Land Use Policy*, 2017, 60:150-168.
- [4] Corven C , Bielderman A , Wijnen M , et al. Defining empowerment for older people living with dementia from multiple perspectives: A qualitative study[J]. *International Journal of Nursing Studies*, 2020, 114(5):103823.
- [5] Michelon G . Accounting research boundaries, multiple centers and academic empathy[J]. *Critical Perspectives on Accounting*, 2020, 76(7):102204.
- [6] Emma O , Suzanne T , Eamon O , et al. Multiple Stakeholders' Perspectives on Respite Service Access for People With Dementia and Their Carers[J]. *The Gerontologist*, 2019(5):5.
- [7] Guo J , Wang M T , Ketonen E E , et al. Joint Trajectories of Task Value in Multiple Subject Domains: From Both Variable- and Pattern-Centered Perspectives[J]. *Contemporary Educational Psychology*, 2018, 55:139-154.
- [8] Mozuraitis M , Stevenson S , D Heller. Modeling Reference Production as the Probabilistic Combination of Multiple Perspectives[J]. *Topics in cognitive science*, 2018, 42(S4):974-1008.
- [9] Mb A , Sg B . The effect of a purpose-built memory support unit on the transition to high level dementia care; Perspectives of multiple participants - ScienceDirect[J]. *Collegian*, 2020, 27(3):334-339.