

Research on English Translation of Chinese Characteristic Words under the Construction of National Discourse Rights: From the Perspective of Emotion Regulation

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Abstract: In this day and age, national discourse right has become a manifestation of a country's soft power. The translation is indeed a cognitive and cultural activity. From the perspective of Emotion Regulation and under the construction of national discourse rights, this paper: (1) compared the English translations of Chinese-characteristic words at home and abroad by taking "chunjie" as an example; (2) analyzed the reasons why some English equivalents occurred in specific contexts; (3) explored the translation strategies of Chinese-characteristic words. The data was collected by means of the comparison method, big data analysis method, and corpus index method. For words with strong traditional and cultural characteristics, the international community should respect the origin of their languages and accurately and reasonably translate them to attain the correct understanding of the ontology culture of those characteristic words.

1. Introduction

Since the reform and opening up, China's economy has continued to develop rapidly, and its influence on the international stage has gradually increased. With the continuous advancement of international anti-epidemic work, the global distribution of power has shifted eastward and accelerated, out of anxiety about China's rise, the Western world has trumpeted theories such as "China threat theory" and "China arrogance", resulting in international public opinion full of prejudice and false information against China, thereby erasing it China has made outstanding contributions and significance in promoting global anti-epidemic and world peace. In order to accurately convey China's ideas and propositions to the world, making them understood and recognized by the international community is the premise and important link of the dissemination of discourse and the establishment and promotion of discourse power [1]. In the Spring Festival of 2022, on the occasion of saying goodbye to the old and welcoming the new, leaders of various countries delivered New Year's messages through various media. Due to the special nature of leaders, the content of their New Year's messages often reflects the policies, foreign policies and national image of the host country [2]. At the same time, there has once again been a heated discussion on the English translation of the word "Spring Festival" on domestic and foreign Internet social platforms. Officially, and privately, the English translation of the word presents two categories, one is "Chinese New Year" and the other is "Lunar New Year". In fact, this is not a simple dispute over the English translation of words, but a dispute over a country's international language status and whether it can express its position and views in its own language in various fields of the world, which is essentially a dispute over discourse rights. High-quality translation of words with Chinese characteristics will certainly help China show its style and characteristics to the world and enhance China's voice in international affairs.

This paper hopes to explore the changes in the expression of words with Chinese characteristics and their motivations with the changes in the international situation from the perspective of the construction of discourse power by listing the translation and usage of the term "Spring Festival" in China and internationally, and referring to the English translation of terms about "Spring Festival" in authoritative dictionaries at home and abroad.

2. Translation and Discourse Construction

As a country's soft power, discourse power is an important weapon in the game of great powers in the world today. In 1970, Michel Foucault of France put forward the thesis that "words are power", pointing out that people empower themselves through words, and that words are not just simple texts and languages, but a way of shaping the world, and words are tools for exercising power. It can be seen that with the continuous development of human civilization, discourse has gradually transcended linguistic concepts, been endowed with a variety of functions, and has become a representative of power. The interrelationship between discourses is becoming more and more complex, and in addition to reciprocal communication, there are also negative effects such as masking, covering, and disguising, and "discourse hegemony" came into being [3].

To improve the country's cultural soft power, we must strive to improve international discourse power, strengthen international communication capacity building, carefully build a foreign discourse system, give full play to the role of emerging media, enhance the creativity, appeal and credibility of foreign discourse, tell Chinese stories well, disseminate Chinese voices, and explain Chinese characteristics well. It can be seen that in order to actively disseminate China's voice and enhance China's international influence, the construction of discourse power is a major proposition of the times that China focuses on studying and solving [4].

Translation is a key factor in the construction of international discourse, which largely determines the quality of national discourse dissemination in the international community and plays an important role in enhancing national soft power. Translation is closely related to the rise and fall of countries, and the prosperity of the translation industry and the prosperity of the country are two curves of separation and double flight and fall [5]. Looking back at the history of China's development, translation has made important contributions to the development of the country. However, inaccurate translation leads to incorrect understanding and inadequate information transmission, which leads to damage to the national image, the defection of the national position, and the positive construction of the national discourse power [6].

3. Case Study of the English Translation of "Spring Festival"

The 2022 Beijing Winter Olympics coincided with China's Spring Festival holiday, and China, as the host country of the Winter Olympics, once again enhanced its international influence in this ceremony. As a typical Chinese characteristic word, "Spring Festival" plays a vital role in the dissemination of Chinese culture. Every Spring Festival, world leaders will deliver New Year's messages, and their words have changed as China's international status and the world's attitude towards China has changed. In addition, there have even been heated discussions on the translation of the word at home and abroad. It can be seen that the translation of "Spring Festival" is of great value to the study of Chinese characteristic words and the construction of Chinese discourse power.

3.1 Domestic English Translation of "Spring Festival"

According to records, Chinese people have celebrated the Spring Festival for more than 4,000 years. On September 27, 1949, the first plenary session of the Chinese People's Political Consultative Conference decided to adopt the universal era year while establishing the People's Republic of China. In order to distinguish the two "years" of the solar calendar and the lunar calendar, and because the "Lichun" of the 24 solar terms of the year falls just before and after the lunar year, the first day of January in the solar calendar is called "New Year's Day", and the first day of the first lunar month of the lunar calendar is officially renamed "Spring Festival". In China, the translation of "Spring Festival" is not uniform, and the official and non-governmental words are not the same.

The Chinese government website is a comprehensive platform for the State Council and various departments of the State Council, as well as the people's governments of provinces, autonomous regions and municipalities directly under the Central Government to publish government information and provide online services on the Internet, and to release authoritative information at

the first time. In order to understand the translation of "Spring Festival" in the official article, the author searched the keywords "Spring Festival", "Chinese New Year" and "Lunar New Year" in the title. The search results showed that there were 388 articles with "Spring Festival" in the title, the most recent of which was the article dated March 1, 2022; Excluding non-consecutive phrases, there were 30 articles with "Chinese New Year" in the title, which was most recently used in the February 8, 2022 article; There are 43 articles with the title "Lunar New Year", which also recently appeared in the article published on February 8, 2022. In addition to these 3 words, it was found that the official article used "Chinese Lunar New Year" and "China's Lunar New Year", but these two words are not used as often as the first three. According to the data, the translation of "Spring Festival" on the Chinese government website is not uniform, but uses multiple expressions interchangeably, of which "Spring Festival" is used most frequently.

The Standardized Terminology Database for Foreign Translation of Discourses with Chinese Characteristics (FTDCC) is the first national-level multilingual authoritative professional terminology database under the auspices of CIPG and the China Institute of Translation and Translation. After entering the keyword "Spring Festival" in the library, we get 8 related results, as shown in Figure 1. The results show that the corresponding translations of "Spring Festival" are "Spring Festival" and "Chinese New Year".

	中文术语	语种	外文术语
1	春节返乡高峰	英	Spring Festival travel rush
2	春节团拜会	英	a Gathering to Celebrate the Spring Festival
3	春节团拜会	英	a Gathering to Celebrate the Spring Festival
4	猴年春节	英	The Chinese New Year of the Monkey
5	猴年春节	英	The Chinese New Year of the Monkey
6	"欢乐春节"庙会活动	英	"Happy Spring Festival" fair
7	"欢乐春节"庙会活动	英	"Happy Spring Festival" fair
8	延长春节假期	英	to extend the Chinese New Year holiday

Figure 1 Search results of "Spring Festival" in the standardized terminology database for FTDCC

The 2022 Winter Olympics as scheduled provides an important opportunity to spread Chinese culture, and is another milestone for Chinese culture to the world. The Olympic ceremony was filled with a strong Chinese flavor, and the opening ceremony lit up the screen "Happy New Year" to welcome the Olympic Chinese Year, and its English equivalent translation was "Happy Chinese New Year", as shown in Figure 2. This shows that in external propaganda activities, China prefers "Chinese New Year" and emphasizes the word "Chinese".

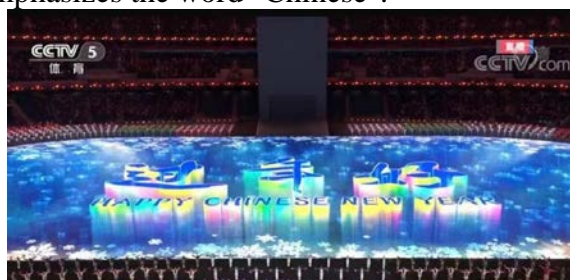


Figure 2 The opening screen of the 2022 Winter Olympics lights up with "Happy Chinese New Year" and its translation

According to the official website of the Ministry of Foreign Affairs of China, on January 29, 2022, State Councilor and Foreign Minister Wang Yi delivered a New Year's message to the mission in China, using "Lunar New Year" in the English translation, and "New Year" in the accompanying picture, without emphasizing its affiliation, as shown in Figure 3.



Figure 3 Screenshot of Wang Yi's New Year's speech on the official website of the Ministry of Foreign Affairs of the People's Republic of China

However, the 2022 New Year feature article on the official website of the Chinese Embassy in the United States shows the use of "Chinese New Year" and "Spring Festival", as shown in Figure 4.



Figure 4 Screenshot of the title of the article on the official website of the Chinese Embassy in the United States

The above is the translation and use of the Chinese mainland official "Spring Festival", now let's take a look at the actual situation of the word in the folk. Students are a large group of English speakers. For learners, the previously formed knowledge, experience, and habits will make people form a fixed tendency of cognition, which will affect later analysis and judgment, and form a "mind-set". English vocabulary learning is the same, the first vocabulary learned and memorized to a large extent affects the subsequent mastery and replacement of other synonyms, so we analyze the English corpus of Chinese English learners, especially college students, and search keywords for college students' English writing and speaking corpus in turn in Chinese student English Corpus (CLEC) and Chinese learner English Speaking Corpus (COLSEC), and obtain the following results, as shown in Table 1. The results showed that "Spring Festival" was the most commonly used word for Chinese students to express "Spring Festival". It can be seen that because the first word accepted and learned by Chinese English learners is "Spring Festival", it will be chosen to express the meaning of "Spring Festival" to a large extent in subsequent use. As China's national strength grows, the Chinese people have shown their unique cultural confidence, and as discussed on social media platforms, the Chinese people have begun to consciously choose to use "Chinese New Year" to promote China's traditional festivals.

Table 1 CLEC and COLSEC search results

Keyword	CLEC	COLSEC
Spring Festival	141	88
Chinese New Year	5	0
Lunar New Year	4	0
Chinese Lunar New Year	1	0

3.2 Foreign English Translation of "Spring Festival"

According to The American Presidency Project, the U.S. government's expression of "Spring Festival" was first used as "Chinese New Year" in 1960 and then almost Chinese all of it until 1982. Then, on February 7, 1967, Paul VI of Vietnam wrote in a congratulatory letter to President Johnson: "We sincerely wish that the celebrations of the New Lunar Year so dear to the Vietnamese people with the suspension of the hostilities by all." the parties engaged in the conflict...". As a result, President Johnson used "Lunar New Year" for the first time in his reply, which read: "I devoutly

share your wish that the suspension of hostilities over the Lunar New Year may be extended and may open the way to negotiations for a just and." stable peace". In 1983, President Reagan used "Lunar New Year" for the second time in his letter, but the title remained "Chinese New Year." Since then, the U.S. president's expression of "Spring Festival" has changed back and forth between the two phrases. In recent years, however, U.S. presidents have become increasingly inclined to use the "Lunar New Year." Statistics as of 2020 show that US presidents use "Chinese New Year" and "Lunar New Year" 18 times and 29 times in official documents, respectively. Since the 80s of the 20th century, the frequency of US presidents using "Lunar New Year" has increased year by year, surpassing "Chinese New Year", especially in the last 10 years, the frequency of using the former has surged.

In this heated discussion, netizens in South Korea and Vietnam emphasized the use of "Lunar New Year", and the author found that it used "Lunar New Year" in external propaganda in articles on the official website of the South Korean Embassy in the United States and the Vietnamese Embassy in the United States, which shows that The external propaganda language of state institutions can indirectly guide the worldview and perception of other cultures of the people of the country, as shown in Figure 5.

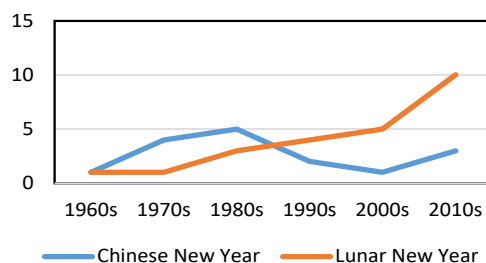


Figure 5 Usage trends of "Chinese New Year" and "Lunar New Year" in the U.S. presidential planning database

The results of Google Trends for global search trends for "Chinese New Year" and "Lunar New Year" in recent years are shown in Figure 6, where blue represents the former and red represents the latter. It can be seen from the figure that in the past, "Chinese New Year" was generally accepted internationally, but recently more and more netizens around the world searched for "Lunar New Year", and even achieved the trend of surpassing the former. It can be seen that the use of "Lunar New Year" to mean "Spring Festival" has a significant publicity effect, and many netizens waver between the choice of these two words.

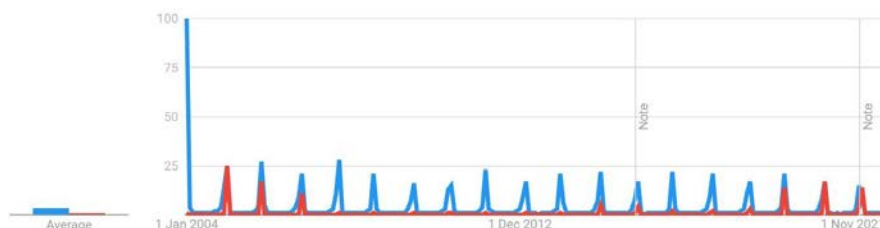


Figure 6 Search trends for two terms on Google Trends

Nowadays, China has developed into a country with important international influence, whether in the economic, political and military fields, and China's rise and development has become the trend of a new era and an inevitable historical trend. Table 2 shows that countries celebrating the Spring Festival except China supported the use of "Chinese New Year" and "Lunar New Year" in 2021, showing that South Korea and Vietnam mostly support the use of the latter, while countries such as Malaysia, Singapore, and Thailand support the use of the former.

Table 2 The proportion of support between the two words in other regions celebrating the Spring Festival

Region	Support rate
Malaysia	
Singapore	
Thailand	
Hong Kong	
Philippines	
Indonesia	
Taiwan	
Japan	
South Korea	
Vietnam	

3.3 English translation of "Spring Festival" in Authoritative Dictionaries

A dictionary is a tool for recording and describing language, which is endowed with linguistic, cultural, and social attributes. Dictionaries describe social culture, which in turn has an impact on society and culture [7].

The English equivalents of "Spring Festival" in the Chinese New Century Chinese-English Dictionary are "Spring Festival" and "Lunar/Chinese New Year". The Modern Chinese Dictionary gives the only equivalent word "Spring Festival".

The inclusion of "Spring Festival" in authoritative dictionaries of English-speaking countries is also different. The author consulted the online versions of the six major English dictionaries and got the following results:

Oxford English Dictionary online: a single heading, "Spring Festival", in which "Chinese New Year" appears. No "Lunar New Year".

Webster's Dictionary online: Single heading "Chinese New Year", without "spring festival" and "Lunar New Year".

Macmillan Dictionary online: English words for "Spring Festival" are not included.

Longman Dictionary of Contemporary English online: English words for "Spring Festival" are not included.

Collins Dictionary online: Single headings "Spring Festival" and "Chunjie". (lunar) Chinese New Year appears in paraphrasing. No "Lunar New Year".

Cambridge Dictionary Online: Single heading "Chinese New Year" without "spring festival" and "Lunar New Year".

In the four dictionaries of the English equivalent of the single "Spring Festival", their definitions all explicitly refer to China, indicating that the Spring Festival is a traditional festival that originated in China and is a unique traditional festival in China. Even the transliteration of "Spring Festival" "Chunjie" appears in the Collins Dictionary, which shows that Chinese has a large enough ability to influence the acceptance of English dictionaries.

4. Discourse Power Constructs the English Translation Strategy of Words with Chinese Characteristics

PAN Wenguo proposed to construct Chinese English (Sino-English) to cover China's unique cultural elements and be accepted by the international community, and to study the discourse system with the comparative study of Chinese dialects in Chinese English [8]. When translating from Chinese to foreign languages, it is necessary to shift from literary translation to cultural translation, that is, not to pursue linguistic equivalence, but to place translation in a broader social

and historical context and a complex power system [9]. Words with Chinese characteristics carry China's unique cultural values and have distinct Chinese characteristics, and their translation focuses on conveying cultural connotations. Chinese and English belong to two different language families, and there are huge differences between them, so there are two major difficulties in the English translation of Chinese characteristic words, one is to solve the "gap" phenomenon in the two languages and cultures, that is, English lacks Chinese unique concepts; The second is to balance form and meaning, that is, each word corresponds to a translation and reflects Chinese specific cultural connotation [10].

Judging from the data given above, the frequency of use of "Lunar New Year" is gradually increasing, especially in foreign countries, and more and more groups are promoting the English translation, which is threatening China's right to speak. The construction of China's discourse power is a challenging and long process, but China's comprehensive strength has improved year by year, the advantages of Chinese culture have gradually been revealed, the achievements of reform and opening up have been outstanding, and China's diplomatic achievements have been remarkable, all of which have provided possibilities and realistic conditions for the construction of China's discourse power.

The international situation facing China is very grim, in order to construct the national discourse power, this paper compares and analyzes the English translation corpus of "Spring Festival", and puts forward the following suggestions for the English translation strategy of words with Chinese characteristics:

4.1 The National Position Needs to Be Made Clear.

With the deepening of China's foreign propaganda work, China's status in the international system has gradually improved, and its influence in international affairs has gradually become stronger. When translating words with Chinese characteristics, they should be translated and publicized as much as possible in accordance with the definition and origin of the country's cultural traditions.

4.2 The First Translation Should Be Standardized and Standardized.

In terms of text and translation, "Lunar New Year" is not a translation of "Lunar New Year". The lunar calendar is a lunisolar calendar, so it should be translated as "Lunisolar New Year", but this mistranslation has survived to this day and caused controversy, reminding us of the standardization and standardization of the first translation of Chinese characteristic words. The construction of a standardized terminology database for foreign translation of discourses with Chinese characteristics is conducive to the accurate communication of China's foreign policy and development concepts, and can seize the right of discourse and interpretation in the international public opinion field in a timely manner to avoid unnecessary misunderstandings abroad.

4.3 The Transmission of Cultural Connotations Should Be Accurate.

The translation of Chinese characteristic words is not a simple text translation, but a cultural translation. In this process, we can read relevant historical classics to understand Chinese culture, with the help of authoritative dictionaries, accurately translate words with Chinese characteristics, accurately transmit the cultural connotations contained in them to all parts of the world, enhance China's international influence, and actively construct international discourse.

5. Conclusion

This paper takes the English translation example of "Spring Festival" as a corpus, compares and analyzes the actual use of the word at home and abroad, and finds that there are two mainstream translation expressions in the international community: "Chinese New Year" and "Lunar New Year". Although the two can be used interchangeably, as an important bridge for the dissemination of Chinese culture, only accurate, standardized and high-quality translations can help accurately disseminate the information of traditional Chinese culture and make the world correct Understand

and recognize China's voice, China's position, and China's plan, and actively construct China's international discourse power.

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