

Research on the English translation of Chinese red culture from the view of high-quality development

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Abstract. With the improvement of China's international status, the international dissemination of Chinese red culture is facing some big problems such as inaccurate language expression, inadequate cultural connotation, and insufficient communication paths, which has seriously limited the nation's foreign discourse ability. Therefore, in order to bring China's excellent culture and red tourism brands to the world and meet the strategic requirement of high-quality development in China, it puts forward some detailed and feasible strategies to improve the ability of sharing Chinese stories better by strengthening the language translation ability, to ensure the inherent needs of the cultural field by shortening cultural differences, and to expand publicity channels by establishing multi-lateral cooperation mechanism.

1 Introduction

In order to build a modern socialist country, high-quality development is officially put forward by the CPC's 20th National Congress^[1] and widely adopted in many fields such as economic, political, cultural, social construction and ecological civilization. It has become a new and effective standard to guide our life.

Chinese red culture is originated from Chinese traditional culture and comes into being with Chinese characteristics in the revolutionary era. This advanced culture contains rich revolutionary spirit as well as profound historical and cultural connotation.^[2] It is a valuable historical heritage and spiritual wealth of the China. The red culture also provides an inexhaustible source of spiritual power and strength for achieving high-quality and comprehensive construction of a modern socialist country. In the new historical period, it is of great necessity to inherit the revolutionary spirit, enhance the confidence of socialist culture with Chinese characteristics, and improve national prestige. Meanwhile, to develop the red culture with high quality can stimulate our patriotic sentiment, and further explore its economic value.^[3] Therefore, making Chinese red culture known all over the world has become one of the important tasks of Chinese socialism in the new era.

The new era demands obvious characteristics of the times for the Chinese red culture translation. However, the current situations cannot meet the needs of the development of China. Hence, how to translate it into English in the right way with high quality? This paper is going to discuss about it with main problems and corresponding solving methods.

2 The main current problems of English translation about Chinese red culture

As an essential element of socialist culture with Chinese characteristics, Chinese red culture's international dissemination is not only related to the construction of national image and the enhancement of national cultural soft power^[4], but also a strategic requirement for the construction of the country's international discourse system^[5]. With the transition from "bringing in" to "going out", international exchanges have become increasingly frequent in China, which attracts more and more foreign friends to visit China. The English version of red culture has played an important role for national development to give publicity to China's excellent red culture and promote tourism brands abroad. However, the English translation of red culture nowadays is not as good as expected. Domestic research on the English translation of Chinese red culture mostly focuses on the present status, problems, translation principles and strategies of the English translation on red tourism, which cannot represent and be taken to replace the whole red culture, not mention to translation red culture with high quality. Therefore, this study will begin with the problems in the English translation of Chinese red culture from the perspectives of language, culture, and media.

Firstly, as far as its language is concerned, accuracy and normalization are a big challenge. As a part of culture, language is not only a cultural phenomenon, but also a carrier of culture. Each nation holds different language systems due to different cultures. The language of a nation contains its unique traditional culture, mode of thinking, social psychology, national customs, value orientations, social concepts, and so on. Language is also

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one of the most important ways of human thinking and cultural exchange, which are actually manifestations of cultural formation and dissemination. Humans have gradually created culture through continuous social practice due to their thinking and needs, and in turns, they spread their respective cultures along constant language exchange.

Chinese red culture originated from the excellent traditional Chinese culture, which condenses the essence of traditional national culture and embodies the core value of the ancient humanistic spirit. The English translation of red culture must use accurate and standardized language to fully convey cultural connotations, but the author has collected many cases of inaccurate and non-standard expression from existing red text materials. For example, in Example 1, there is a very obvious point on the WARM TIPS FOR ENTERING THE PARK at the entrance to Jinzhai County Cemetery of Revolutionary Martyrs, which is full of red culture about Hubei-Henan-Anhui revolutionary base.

Example 1: *Jinzhai County Cemetery of Revolutionary Martyrs is a national key martyrs memorial building protection unit approved by the State Council. It is a national demonstration base of patriotic education which is awarded by the Central Propaganda Department and the Ministry of Veterans. It is a national 4A scenic spot, a national classic red tourism scenic spot and a national model unit for retired military personnel.*

Here, *the Central Propaganda Department* refers to the Publicity Department of the CPC Central Committee in our culture. It represents the comprehensive functional department of the CPC Central Committee which is in charge of ideological work. It is also a proactive and positive publicity department that promotes national and social ideology based on China's actual situation. However, the word "*propaganda*" means spreading information, especially often inaccurate information, to influence people, which is not fit to our value carried by our red culture.

Through this example, it is obvious that the choice of the language is very important to convey the red culture information. It also proves that the lack of unified translation standards and norms or lower translating level certainly do harm to the dissemination of Chinese red culture.

Secondly, as far as its connotation is concerned, there is a huge gap between Chinese and English version. Admittedly, cultural differences do widely exist in cultural exchanges. Switching between different cultures often ignores the cultural connotation of the source language, which also poses a significant obstacle to the understanding of the target language recipient, and more importantly, seriously hinders the cross-cultural communication of the source language. Chinese red culture is a perfect evolution of the excellent traditional culture of the Chinese nation under the guidance of the banner of Marxism, which conveys and highlights the profound humanistic tradition and consistent pursuit of value in Chinese history. It contains sincere national

emotions and profound historical atmosphere, and nurtures spiritual forces that fit the national psychological experience and thinking paradigm. It is full of vitality, appeal, and affinity. However, the author ever found the following example in the revolutionary cultural relics' exhibition hall of a revolutionary museum in Anhui Province.

Example 2: *Letter of Introduction* —This is *the letter of introduction* from the party organization indicating that *he* was injured in a battle.

A *letter of introduction* usually refers to a letter sent by government agencies, organizations, enterprises, and institutions to contact other units for work, information, or participation in various social activities. It has the dual function of introduction and proof. "介绍信" in Chinese displayed here as a cultural relic is actually an "injury certificate", which is inconsistent with the semantics of "introduction". Besides, in the following explanation section, who is *he*? It is unclear and incomplete according to the source text, and also showed disrespect to our revolutionary fighters. In fact, according to the Chinese text, "*he*" refers to Comrade Chen Chongsheng. So, if the features and connotations of red culture cannot be fully revealed, there is no possibility for others in different cultures to understand it actually.

Through this example, it is clear that cultural difference is a big gully for our excellent red culture to be known. It should be attached great attention.

Thirdly, as far as its publicizing channels are concerned, the paths are too narrow to make it known. With the rapid popularization of Internet information technology, there are many information channels for people to get and understand things. Our society has shifted to be full of internet data as well. However, the most way of publicizing red culture now still mainly relies on poor red tourist attractions, not on the powerful Internet platform. Some information such as materials, graphics, maps on the exhibition website platform have not been synchronized with English language, which has formed a certain resistance to the international promotion of red culture, creating certain obstacles for foreigners to browse the website and understand red culture. It is too monotonous and not enough to push red culture to the world.

Take *Anhui Museum of Historical Notables* as an example, search it in Baidu search engine and WeChat official account which are much popular publicity approaches, it turns out to see just the English name together with lots of Chinese information. It is hard to get the English information about this red part. So publicizing channels now limited its publicity.

From the above, we get to know that the English translation of Chinese red culture is really facing a big challenge to make it known in the world. It is of a big necessity to push it forward with high quality.

3 Paths on dealing with Chinese-English translation on Chinese red culture under the high-quality development guidance

3.1 To enhance the ability of translating Chinese into English and strengthen the ability of telling Chinese stories well

In the new era of cultural transmission, the ability of translating Chinese into English plays a vital role to help red culture understood. Our qualified translators must reshape their mission, improve their foreign language application and translation practice abilities, and serve the country's core values to contribute to the country's language construction.^[6] With the highly-leveled translators, Chinese red culture will have more possibilities to get into the world well.

First of all, our school and teachers should take the responsibility to cultivate translators' language intuition, evaluation capacity, power of observation, social-cultural sensitivity, cross-cultural awareness and differences, as well as awareness of the dialectic relationship between Chinese and English. Foreign language translators need to work hard on the international expression of Chinese ideas. The dissemination of Chinese ideology and culture should not only reflect China's standpoint, but also reflect the world's perspective, greatly emphasizing sharing and cooperation, silently passing on China's values and embodying China's influence. Therefore, it is of great urgency to cultivate professional translators through improving their translating ability as well as cultural competence.

Secondly, to set up a series of normalization is helpful to the dissemination of Chinese red culture. Here there is a good behavior on this aspect. *China Youth Daily*^[7] once reported that in order to comprehensively show Chinese red culture in the world cultural landscape, the team named "Red Translation" from the School of Foreign Languages of Tongji University, which is dedicated to the translation and dissemination of red culture, conducted practical activities through a combination of online and offline practices, and carried out red culture translation and dissemination practices in the summer of 2022. Finally, they established a "red culture translation terminology library" with big data cloud computing technology. They also compiled "A Guide to the Translation and Writing of Chinese Red Revolutionary Cultural Terms in English", and more than 600 Chinese red revolutionary cultural terms have been collected in both Chinese and English. The guide has been shown in major revolutionary areas throughout the country and disseminated to the public through Internet platforms, helping to improve the fidelity, accuracy, functionality, and acceptability of current red translation issues.

What's more, co-translating is another good method to better the red culture translation. Chinese-English cooperative translation is one of the important ways to promote Chinese language and culture to the outside

world. In recent years, internationally renowned translations have all been the result of cooperation between Chinese and foreign translators.^[8] It is believed that "Chinese to foreign translation cannot be translated by only one person, and it must be done with Sino-foreign translators."^[9] In the process of translation, it is inevitable for any translators to impose their subjectivity such as translation style, cultural background, and literary attainment on the work, which, however, can be appropriately avoided through cooperative translation. And famous husband-and-wife translators—Yang Xianyi and Dai Naidie, as well as their works are good examples to prove this idea.

In short, the ability to translate language into English is a much essential precondition to carry Chinese red culture into the world with high quality. Without it, Chinese stories will be speechless in the international communication and Chinese spirit will be forgotten in the history in the future.

3.2 To explore the cultural differences between Chinese and English and ensure the inherent needs of the cultural field

Due to different political, economic, social customs, living environments and so on, different cultures have their own rules to form unique features, which is called cultural differences. These differences will inevitably be reflected in the interactive communication activities. Culture is the language carrier of a nation. Red culture is a unique cultural product accumulated during a specific historical period in China, covering our basic national conditions, values, etc., with national characteristics and spirit. When it is disseminated to the world, it is necessary to highlight Chinese characteristics and ensure the linguistic and cultural field. Its translation principles must be based on maintaining the inviolability of China's core values, ensuring the reproduction of ethnic culture in translation, and conveying the Chinese voice with its original style with contemporary Chinese values.

With the great improvement of China's international influence, it has become increasingly prominent to set up the important role of Chinese language in the process of international communication and integration. When a country is strong, language flourishes, and vice versa. With flourishing language, the country will become much stronger in the world.^[10] Hence, it is vital to be aware of recognizing and understanding the differences correctly. The concept of high-quality development requires that the dissemination and inheritance of red culture be more appropriate, vivid, three-dimensional, and comprehensive.

Chinese red culture carries the excellent genes and glorious traditions of revolutionary culture, always adheres to the determined direction of Marxism in its development and transformation, and sharpens its value orientation with the CPC's original mission and revolutionary spirit. It has an outstanding feature that is inherited from the Party's spiritual lineage. During the period of socialist construction and reform, the advanced culture of socialism with Chinese characteristics plays a

leading role in multicultural communication, leading mainstream consciousness, and shaping core values. Chinese red culture has become an important source and internal component of the advanced socialist culture, with the same consistency and continuity. To a certain extent, the advanced socialist culture with Chinese characteristics is the concrete manifestation and innovative development of red culture in the new era of the reform and opening up history. The red spirit is permeated in the advanced socialist culture, and the red gene is prevailing in the construction of socialist culture in the new era.

For this reason, we must make it not only language-based but also culture-centered. By making up the cultural differences between Chinese and English together with offering enough cultural information, Chinese red culture will be pushed into the world with high quality.

3.3 To establish an interactive cooperation mechanism and improve multi-lateral interacting capability

Except for the methods mentioned above, publicity channels should also get promoted. In the dissemination of Chinese red culture, there is never a lack of vivid and exciting stories. What is insufficient is the communication and expression methods that take cultural acceptance into consideration and directly reach the hearts of the audience. To share Chinese red culture, we'd better familiarize our own customs, master and get close to the psychology of the audience, and then try to use familiar ways of local people to shorten the psychological distance between each other, and express our views in a way that the audience can accept easily and happily. Only in this way can the spiritual symbols of the excellent Chinese red culture be widely known, truly understood, deeply trusted, and finally evoke emotional resonance.

First, to explore more internet data channels such as websites, WeChat official account, TikTok, other self-medias or even apps to share the red stories in a larger scale way. In the age of internet reach, we can chase more views in a faster speed through various internet channels instead of always just relying on the red tourism text.

Second, to appeal the audience by designing some red materials into real games, or invite them to participate in the designed activities with imitating equipment in a similar case according to their customs and psychology. Also, these can be designed into cartoons, short videos, or documents to publicize. These ways will be more interesting and popular among the audience from Chinese and even different cultures.

Third, to make a linkage among governmental administrative departments, universities, or even entrepreneurs to make sure that rules for the dissemination of Chinese red culture are very clear and standard so that other people can follow them widely and accurately in the later translating work. Only through the

cooperative efforts of various departments can the high-quality development of red culture be truly promoted.

4 Conclusion

High quality development is not a timely or expedient measure, but a strategic choice based on the overall situation of socialist modernization. Chinese red culture has always been based on the development trend of the times and the needs of the public, guided by solving major social contradictions and prominent issues of the times, developing creativity in practice and enriching development in innovation. The national, open-minded, and epochal characteristics of red culture require us to inherit and promote it with high standards, quality, and effectiveness in the new historical period. Therefore, we must adhere to all-round improvement and the principle of always being on the road, instead of lacking or missing something, or even stop for a moment.

Fundings

Excellent and Top Talents Cultivation Project from Education Department of Anhui Province in 2022 (gxgnfx2022049); Humanities and Social Sciences Project from West Anhui University in 2022(WXSK202269, WXSK202279)

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