

A Study of external Publicity Translation Forms in the Context of Globalization from the Perspective of cultural Translation

Aiping Tan

Foreign languages department of Sichuan Vocational and Technical College, Suining, 629000, China

Abstract: With the accelerating process of globalization, and the deepening information sharing and cultural exchanges, the exchanges between countries are becoming increasingly frequent. The transmission of globalization context cannot be separated from external publicity translation. External publicity of china's culture is conducive to the dissemination of culture and exchanges between countries, and it helps establish a good international image, and conforms to the needs and development of era. External publicity translation plays a vital role in the transmission of culture and is the medium of language transformation among countries. However, there are always many problems in the translation of external publicity due to the different views, consciousness and habits of different translators. This paper studies external publicity translation form in the context of globalization, aiming at identifying the problems in external publicity translation, revealing its essence and improving the quality of external publicity translation.

Keywords: Culture; Globalization context; External publicity translation form; Study

1. Introduction

External publicity translation is a medium of cross-cultural communication, and it can combine different languages and cultures together. External publicity is an important way to establish the image of a great country and enhance the cultural soft power. It is also an overall and strategic work. However, the differences between Chinese and western cultures make translation for external publicity face many difficulties. Culture involves history and many other aspects. In the process of translation, translators' awareness also influences the transmission of culture, moreover, they should fully grasp the two languages and the culture carried so as to achieve better results [1].

Language carries culture, and external publicity can promote a country's international influence and enhance the communication between countries. In order to better face the challenges of globalization and cultural competition, China must pay attention to the important role of external publicity, face up to the shortcomings of external publicity translation, study the form of external translation, accelerate the progress of external publicity discipline, and improve the level of external publicity.

2. The Connotation and Characteristics of external Publicity Translation

As for external publicity translation, external publicity means publicizing China to foreign countries. The purpose of external publicity translation is to let other countries know about Chinese culture. Taking Chinese as the source language and English and other foreign languages as the target languages, promote Chinese culture to foreigners via various media. In a broad sense, the content of external publicity translation includes almost all the translation content; in a narrow sense, external publicity translation includes media reports, documents, announcements and materials etc. on the government and public institutions, mainly publicize the true situation of China and establish a good image as a great country. External publicity translation plays an important role in cross-cultural communication [2].

The connotation of external publicity translation determines its characteristics, including authenticity, culture, creativity, preciseness and political nature, etc., as well as the influence of readers' awareness on the content. Authenticity refers to that transmit china's economy, politics and culture to the people of other countries truly and accurately. Creativity refers to the fact that in the context of language differences, translators are required to create more new things to deliver new things when seeking translation methods. Cultural features refer to that translators can have a deeper understanding of the cultural background and connotation in external publicity translation, so as to minimize cultural communication barriers

in the process of translation and improve the quality of translation. Preciseness requires translators to be rigorous in translating special words or texts of special styles, and not to cause unnecessary accidents due to ambiguity in the translation process. Political nature refers to that the content of external publicity translation usually involves politics, and there are often national policies and guidelines, which are related to national security and sovereignty. Therefore, only after repeated deliberation and accurate wording can external publicity documents play a role in easing national conflicts and enhancing international influence.

The translator of text and the original author are different in language, cultural background, ideology, etc. In order to let foreigners understand Chinese culture, they need to choose appropriate translation methods to achieve the best conversion and the most intuitive expression. The importance of external publicity translation puts forward stricter requirements on translators, who should not only have rich knowledge and strong language ability, but also have political consciousness and cultural background.

3. Research on Forms and Principles in external Publicity Translation

3.1. Study on external publicity translation forms

To spread Chinese culture to the world, it is necessary to carry out global publicity translation of Chinese culture. Focusing on the study of domestic translators, the study of external publicity translation in China has the following aspects: firstly, the external publicity translation should be based on practical experience, summary the comprehension of external publicity translation in a long time, accumulate practical experience. Through the government, universities or researchers, study and refine methods and strategies. Secondly, it is necessary to conduct multi-perspective research on external publicity translation, apply multi-disciplinary theoretical knowledge, and study external publicity translation from many angles, so as to change from empirical research to multi-perspective research, expand the research scope, and carry out more theoretical innovation. After that construct the theoretical system, study the translation methodology, improve the theoretical system, strengthen the discipline consciousness, and lay the foundation for the research. Finally, external publicity translation should take shaping national image as the goal, carry out external publicity through foreign translation, improve national status and shape national image. The theory can be linked with promotion to increase the role of external publicity translation in enhancing the soft power of a country and spreading its culture and image. It is necessary to combine external publicity translation with national image building to study, and this is the main direction of research.

With the gradual development of external publicity translation, the research develops toward multi-angle and multi-direction, learn experience from practice, the research scope is enlarged, and the depth of the research is improved, and the content is constantly enriched. Translators and communicative ability have been improved and supported by more social forces. External publicity translation gathers the thoughts and essence of many disciplines and extends the research horizon. In the future, the study of external publicity translation should be more combined with western ideas and multi-disciplinary and multi-perspective fields, so as to study the strategies to be accepted by more audiences, establish a good national image and increase external publicity.

3.2. Principles of external publicity translation

External publicity translation should be credible, persuasive and not copied. This kind of cross-cultural communication should overcome cultural differences. Of which, there are barriers such as different cultural backgrounds, languages, audience awareness and values; therefore, the external publicity translation seeks common points while reserving difference, truth and accuracy.

In the context of globalization, the external publicity translation should follow some principles to gain more readers' recognition. Due to the differences between Chinese and western cultures and languages, translation should be different in China and foreign countries. In vocabulary, grammar, expression and other aspects, the conversion should be accurate, and the region, environment, history, custom and so on also must express correctly [3]. The materials for external publicity should be in line with China's actual conditions and conform to the needs of foreign people. Translators should not only understand foreign cultures, but also be familiar with the thinking of foreigners, so as to achieve the best communication effect, and follow the three principles, that is, close to China's development, foreign people's demand and the thinking habits of foreigner. The external publicity translation should be in line with the principle of implicit. While publicizing the Chinese culture, it should not be exaggerated so that foreigners will have the senses of strong resistance or disagree; instead it will become an obstacle to the cultural transmission and therefore the translation should be skillfully expressed. Having an exact textual awareness and being able to intuitively express the meaning of the original text are the principles (text as the center) to be observed in external publicity translation. The situation and context of the translation and the original text should be the same, and the conveyed meaning should be delivered to the readers correctly, in line with the thinking of the peoples in two countries, and the language features, achieving the desired effect of publicity. External publicity translation should respect the culture of each country, deliver the

culture in a way that conforms to the national conditions and value system of each country, follow the principle of increasing understanding, and let the world know more about China and identify with China. In addition, translators should also abide by the national interests. Problems arising from translation should not lead to problems of understanding or situations endangering national security and interests. Conflicts and misunderstandings among countries should be reported less, so as to build a good image as a great country, and enhance exchanges between countries.

4. Problems and Improvement Strategies in external Publicity Translation

4.1. Major problems in external publicity translation

In terms of external publicity translation and culture, each country has its own background, criteria and principles, and different translators have different ideas and translation methods, making the translation different. Translation for different purposes requires different translation methods and means, and also tests the translator's cultural deposits and basic skills. People in different countries have different cultures and ability to accept information, and they have different understanding of the translation. How to make them grasp the main idea of the translation and how to convey the expressing ideas to the public accurately are difficult problems. At the same time, there are also some problems between translators, such as wrong choice of grammar, wording, character and intention; It does not conform to foreign culture and cannot be understood by foreign people, etc., which is mainly caused by the translator's poor cultural level, careless translation, lack of profound understanding of foreign culture and neglect of cultural differences [4].

4.2. Improving strategies for external publicity translation

In the process of external publicity translation, many languages are involved. In order to reduce the above problems, the following improvement measures should be adopted as far as possible:

4.2.1. Recognize the differences between languages

In external publicity translation, the task of the translator is to convey information, better convert the original ideas into the translation and convey the information that should be conveyed. In order to correctly express the intention of the original text, the translator should be familiar with the culture and customs of the two countries, have a certain cultural background, be able to adopt different translation methods under different circumstances, adopt different countermeasures to different problems, be proficient in translation skills, conform to the habits and

thinking mode of readers in different countries, and accurately express information and culture.

Firstly, proficient in language conversion and grammatical changes, express correctly to ensure the quality of translation and accuracy of intention, do not make mistakes in vocabulary and grammar, avoid ambiguity and redundant information, the translation should be simple, clear and proper. Secondly, there should be no repetition of statements or fabrications in translation. Thirdly, pay attention to the conversion of mood in Chinese, for example, an exclamatory sentence pattern commonly used in Chinese, if there is no need for translation, and it needs to be converted to other sentence patterns. Fourthly, when translating vocabulary, pay attention to the meaning of praise and derogation of vocabulary, avoid ambiguity, and the logic of the article should not be changed, and it should adapt to the context and reader custom.

4.2.2. Recognize cultural differences

Due to the great cultural differences between China and the west, translation will inevitably encounter difficulties. There are differences in religion, history, living habits and customs. External publicity translation cannot lose its cultural background, and otherwise its meaning will change and affect the spread of culture. Translation not only requires the translators to be proficient in two or even more languages, but also requires them to be proficient in multiple cultures, so that they can use the best method to express perfectly and reduce unnecessary troubles when translating. At this time, translation is regarded as a multifaceted communication between language and culture, which requires translators to master various aspects of culture and apply them skillfully.

Firstly, in the process of translation, it is necessary to respect the customs and cultures of different countries, skillfully change the language, and avoid the feeling that readers do not understand or feel uncomfortable. Secondly, translators should learn to perspective taking, add necessary notes to words, phrases and allusions that are difficult for readers to understand, and make up for the trouble caused by different cultures. Thirdly, translators need to change their thinking. In this way, errors in expression will be reduced in the translation process, and the translation will be more in line with the wishes of readers and political problems will be avoided.

4.2.3. Recognize social differences

Due to the different stages of social development in China and the west, there will be social and environmental differences. Most readers are not familiar with the Chinese society and environment, which will inevitably lead to difficulties in understanding. Translators should explain the social background, so as to reduce the barriers to understanding, make it easier for readers to understand the original ideas, and benefit the public.

First of all, translators should respect the social differences of different countries and explain different social backgrounds properly when conducting external publicity translation, so as to make it easier for audiences to understand. Secondly, words and sentences with strong political nature should be translated carefully to express China's position without arousing antipathy. Objective expressions should be adopted to avoid exaggerated expressions and political problems. Then, for the words with national characteristics, the translation should be appropriately added to explain the meaning of the words, so that the article is easier to understand. Finally, external publicity translation should render the translation context, change the context and expression methods according to the cultural differences, and timely explain and supplement the unique part of the national culture to enhance understanding, so as to achieve the effect of promoting the national culture.

When translating, the translator should keep the Chinese cultural deposits and connotations, accurately express the Chinese culture, pay attention to embellishment and add notes, achieve publicity and meanwhile let more people have a comprehensive understanding of Chinese culture. External publicity translation transmits information through language conversion. In the process of translation, the two languages cannot be converted inflexible, but must go through the deliberating thinking process of [5]

coding, recoding and so on. After the translation, the meaning of the original text should be accurately expressed, and there should be no incomprehensible situation. Therefore, the translation method and the intention of the original text should be thought over and over before the translation, and the facts should not be distorted and unacceptable to the audience.

5. Acknowledgment

Research on Publicity Translation from the Perspective of Intercultural Pragmatics.

References

- [1] Wang Shouhong. Research on translation strategies of external publicity from the perspective of cross-cultural pragmatics. Shanghai International Studies University. Shanghai, 2012.
- [2] Song Pingfeng, Sun Jijuan. Research overview on external publicity translation. *Journal of Ludong university*. 2018, 35, 51-56.
- [3] Zhu Yihua. Exploration on the construction of external publicity translation research system-reflection from a philosophical perspective. Shanghai International Studies University. Shanghai, 2013.
- [4] Sun Ningning. Translation studies from a cultural perspective. *Journal of Harbin Institute of Technology*. 2003, 05, 102-106.