

Problems and Countermeasures of TCM Translation from the Perspective of International Communication of TCM Culture

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Abstract: Traditional Chinese medicine is a treasure of Chinese traditional culture. The development of traditional Chinese medicine is rooted in culture and needs the guidance and promotion of traditional Chinese medicine culture. With the development of the times, the process of international dissemination of TCM culture is also accelerating, and the requirements for the quality and level of translation of TCM are also improving. It is not difficult to find the obvious phenomenon of literal meaning and untranslated and untranslated translation by analyzing the current difficulties in the international communication of TCM cultural translation. The deep reason is that translators still lack effective and practical theory to guide translation practice. Strengthen the work of subdividing the dissemination objects of traditional Chinese medicine culture and condense the core values of traditional Chinese medicine culture as soon as possible. That is to say, the implementation of the Chinese culture's strategy of going global, the international spread of Chinese and the new situation in which Chinese medicine has been vigorously promoted. Chinese traditional Chinese culture has crossed national borders and communicated, exchanged and disseminated cross-cultural information in different countries, nationalities and social and cultural backgrounds. Strengthen the study of Chinese medicine culture knowledge, the standardization and standardization of TCM translation, the training of TCM translation talents and the construction of multi-party cooperation platforms.

1. Introduction

With the continuous expansion of China's international influence, traditional Chinese medicine culture has gradually come out of the country, known to many people in other parts of the world. Traditional Chinese medicine culture is the crystallization and treasure of Chinese civilization and an important part of Chinese traditional culture [1]. As an important part of traditional Chinese culture, traditional Chinese medicine culture contains the unique theoretical system of Chinese civilization, and the ingenious application of herbal medicine as well as the effective treatment of difficult and complicated diseases are showing more and more magical charm in the world. Chinese medicine culture is the original culture of the Chinese nation. Its alienation and de-sinicization will undoubtedly lose its national and core values. It will not only inhibit the development space of overseas Chinese medicine, but also endanger the healthy development of local Chinese medicine culture [2]. Translation can not only change the relationship between cultures from competition to symbiosis, increase the richness of cultural populations, but also reposition different cultures in the era of globalization. Expression is the product of accurate understanding, expression is faithful to meaning, and expression is to be around meaning. To find the most appropriate expression, we must be faithful to the expression of the language habits of the translated language, and to conduct a reasonable analysis, the translator checks whether his expression conveys the meaning of the original truth, and whether the content is correct and the form is unified. In the process of Chinese medicine going to the world, TCM translation plays a vital role in China's external propaganda and international dissemination of Chinese traditional excellent culture [3].

With the popularization of Chinese medicine culture, the renewal of health concept and the transformation of medical model, Chinese medicine has been widely concerned and recognized by the international community, more and more countries and regions. As an important manifestation

of the soft power of Chinese culture, Chinese medicine is increasingly recognized by the world [4]. All countries in the world are in urgent need of in-depth understanding and learning of traditional Chinese medicine culture. At present, with the increasingly fierce international competition and the smooth implementation of China's "one belt and one way" strategy, the international dissemination of Chinese medicine culture is facing unprecedented historical opportunities and challenges [5]. The task of translation is to convey practical meaning and achieve mutual understanding and exchange of ideas. All in all, emphasizing the shackles of translation from the original language framework, in order to seek the gods rather than the shape, grasp the main purpose of the article and effectively convey the essence of the original information. The culture of translation has turned to translation in a broader cultural context to study, adding new ideas and perspectives for the development of Chinese medicine translation. Language and culture are inseparable. The language is deeply influenced by local geography, history, customs, lifestyle and other factors, and reflects the local cultural characteristics. Culture must be transmitted through the carrier of language [6]. The implementation of Chinese in the world will bring the connotation and essence of Chinese culture out of the country. As the number of learners increases, the demand for language and cultural connotation is more vigorous. At present, China's increasingly important role in the international arena and the great achievements in building a harmonious society have provided a good communication environment for Chinese medicine culture to go global [7].

2. Materials and Methods

Traditional Chinese medicine culture contains strong ancient Chinese philosophical thought and holistic thinking mode, as well as the characteristics of natural Chinese medicine and breakthroughs in the treatment of difficult and complicated diseases, increasingly showing the advantages of traditional Chinese medicine culture. Cultural convergence means that from a cultural point of view, the target language should accurately reflect the meaning, mode and style of the source language, that is, the target language should reproduce the "form" of the source language in its original form. Culture is the soul of a nation's survival. Only by adopting appropriate strategies to maintain cultural self-confidence in the translation of disseminated culture, can the dissemination of Chinese culture, represented by traditional Chinese medicine, be carried forward more effectively. Translation is regarded as a communicative act in order to promote communication and cooperation. Therefore, the expression of translation can be understood by the readers, and they can be used in the way they accept. The first part of the expression is to convey the meaning of the original text. The spread of Chinese medicine culture faces many risks and uncertainties. In addition, Western developed countries have extensive and lasting influence on many developing countries. Medical communication and cooperation have a long history and deepening. Consider the true meaning of sentences in their interactions, thus simplifying them into plain language. The translation work of traditional Chinese medicine must satisfy the Chinese traditional culture in the translation process of Chinese translation, so that the readers' audience can understand and understand through the text.

Globally, the main body of TCM culture dissemination is diversified, not only in the country, but also in social groups, individuals and other subjects; the level of communication is rich, covering social culture, folk exchanges, individual activities and so on. Translators of TCM culture should not only master foreign language knowledge, but also strengthen the study and mastery of TCM professional knowledge. However, it has to be admitted that many of the cultural information with characteristics can hardly be understood by foreign readers. This kind of behavior not only misunderstands the original cultural characteristics, but also distorts the substantive information of the original text. A language culture that enters other countries always requires a process of digesting understanding. The international communication of Chinese medicine culture needs to adopt a "dividing" strategy, which is to roughly subdivide and classify the objects of dissemination between East and West and even countries with specific refinement standards, and then adopt different communication policies for different target groups. Talents who are proficient in foreign language translation and master Chinese medicine knowledge are currently lacking, and the unique theoretical research system of traditional Chinese medicine is still incomplete. These have become

obstacles that cannot be ignored in the process of internationalization of Chinese medicine culture. At the same time, in order to achieve the actual effect of international communication, different translation methods can be adopted according to the thinking mode of foreign readers and different purposes. The parameters of Chinese medicine culture translation countermeasures are shown in Table 1 and Figure 1.

Table 1 Strategic parameters of cultural translation of traditional Chinese medicine.

	Constitute	Principle
Embodiment of Traditional Chinese Medicine Culture	13.8	15.9
Standardizing the Translation of TCM Terminology	14.5	12.2

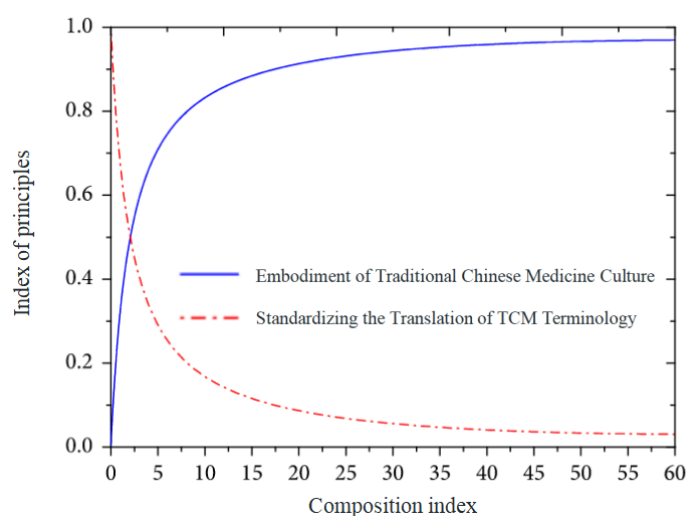


Figure 1 Strategic parameters of cultural translation of traditional Chinese medicine.

Chinese medicine is based on the theory of Yin-Yang and Five Elements, with more abstract concepts as its thinking. When translating Chinese and English sentences into foreign publicity, we should follow the basic principle of thinking for the readers and take full account of the understanding of Chinese medicine culture by foreign audiences. When translating classical works of traditional Chinese medicine, special attention should be paid to the humanistic and social characteristics embodied in the original text. International educational exchanges are becoming more and more active. Through channels and forms of academic exchanges, they play a unique role in researching, digesting heterogeneous cultures and promoting and disseminating excellent traditional Chinese culture and advanced socialist culture. Abundant practical experience and skills in international cultural communication have gradually accumulated a convincing international reputation among the people of all countries. Their concrete implementation of the international communication of a certain culture can often achieve twice the result with half the effort. Word correspondence is sometimes a linguistic phenomenon, and sometimes it is the result of textual reality. The language form expressed by the corresponding language is also the content of the text. Meaning equivalence is the result of the pursuit of translation expression, but there will always be a corresponding correspondence in the reciprocity. Foreign language learning can help learners to strengthen their understanding of foreign cultures, which will promote scholars' new understanding of translation from the perspective of recipients. Historically, when implementing the strategy of English globalization, it has indeed strengthened the absorption and understanding of English culture by the weak culture at the time. Moreover, the master's degree in the direction of TCM translation has also been established, and it has become an important base for cultivating and conveying high-level, high-quality TCM translation research and teaching talents.

3. Result Analysis and Discussion

Drawing on the research results of TCM translation at home and abroad, this paper focuses on the translator, the content of translation, the methods of translation, the readers of the translated text and their reactions. At the same time, the audience has expanded to ordinary readers, and the number of readers is also increasing. Different social backgrounds often lead to different cultures, which lead to pragmatic aphasia. Therefore, international communication plays an important role on the road of Chinese medicine culture to the world. The translation of cultural words in traditional Chinese medicine embodies various aspects of politics, economy and culture, and at the same time influences each other. Starting from the overall situation of international communication, the text is appropriately adjusted and processed, and the vocabulary vacancies are complemented, and the target language readers are built to understand the channels, so that the readers can fully understand the cultural information contained in the source language. Chinese medicine culture can actively extract the essence from its own cultural maternal body, and improve and perfect it in light of the needs of modern society. It strives to build a culture rich in humanity, harmony and friendship, and actively demonstrates the affinity of Chinese medicine culture. Training and training on Chinese medicine culture knowledge is also essential for translators. The accumulation of such Chinese medicine culture knowledge should cover both theory and practice.

The names of traditional Chinese medicine, medicine and prescriptions all reflect the traditional culture of the Chinese nation. If we do not know the essence of traditional Chinese culture, it is difficult to understand the theory of traditional Chinese medicine. When translating, we should comprehensively use various translation methods, including transliteration, annotation and so on, on the basis of fully understanding the cultural connotation of the original text. Traditional Chinese medicine culture is full of rich natural philosophical implications and classical cultural concepts, and its basic concepts and health care treatment methods present descriptive and non-physical features. In order to achieve the desired communication effect, it is necessary to constantly update the concept and method of traditional Chinese medicine culture dissemination. In both content and form, we should adopt the strategy of "localization" to help disseminators better understand traditional Chinese medicine culture in an easy-to-understand and acceptable way. The understanding and expression of the meaning of TCM translation requires the translator to select the most accurate one from the multiple meanings of the words and sentences. The final determination of the meaning requires the supplement of the translator's language and the enlightenment of the encyclopedic knowledge. This is because the translator constantly understands the information content in the discourse while listening to the source language speech or reading the source language text. The background is an important part of the exchange of Chinese studies and is also at a special stage. However, due to the complexity of the Chinese medicine culture and the more non-Chinese speakers, translation issues and the resolution of translation barriers are still very important.

TCM translation involves different languages, cultures, modes of thinking, values and other issues, while TCM is a complex classical subject which integrates many disciplines. From the experience of traditional Chinese medicine culture, the experience of modern production of traditional Chinese medicine and the experience of medical care of traditional Chinese medicine, a series of rich and colorful activities of cultural exchange and experience of traditional Chinese medicine have been carried out. To translate Chinese medicine, we must first understand Chinese medicine; to understand Chinese medicine, we must understand Chinese culture; and to understand Chinese culture, we must be familiar with scholarship. Influencing the accurate understanding and recognition of TCM culture by disseminators, and in the long run, it will also affect the survival and development of TCM culture itself. Therefore, concretizing the core values of TCM culture has become an urgent and important issue in the international dissemination of TCM culture. Therefore, when translating, you should never look at the meaning of the text or generalize it. You should contact the context to analyze the specific meaning of the word in this discourse. The role and strategy of translation in promoting cultural communication in the current international communication context should advance with the times, as well as the characteristic Chinese medicine culture. Translators must translate on the basis of knowledge of Chinese medicine culture,

and consider translation methods, translation readers and other factors from an open and dynamic perspective. It is required to measure the standard of translation based on the acceptability of foreign readers. In other words, in the process of Chinese medicine culture translation, the understanding and digestibility of the Chinese medicine culture should be fully considered by the general audience.

4. Conclusion

This paper studies the problems and Countermeasures of TCM translation from the perspective of international communication of TCM culture. Traditional Chinese medicine culture will be more deeply understood and accepted by people all over the world, and will make greater contributions to human health. In order to make TCM go to the world and serve the people of the world, it is necessary to improve the level of TCM translation in order to promote the healthy development of TCM translation. Translation behavior is regarded as a dynamic process, which reconsiders and reviews the principles and Strategies of TCM cultural translation, so as to help build cultural self-confidence worldwide from the perspective of translation. Faithfulness to meaning is the core of translation. It is necessary to be faithful to the original idea, the target language and the readers' feelings. The task of translation is to convey the practical meaning and realize the exchange and communication of ideas and cultures with the help of the meaning expressed in language. In the process of understanding and experiencing the culture of Chinese medicine, the development of these countries will be promoted, the traditional Chinese culture will be promoted, and Chinese medicine will be further promoted to go abroad and enhance the friendship between countries. Improve the quality of translation, effectively disseminate the basic concepts and core values of Chinese medicine culture, improve China's medical strength, and contribute to China's development and rise.

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