

Translation and Dissemination of Chinese Discourse under the Background of "the Belt and Road"

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Abstract: Strengthening the spread of the "One Belt, One Road" Chinese discourse will help to explain the Chinese plan to the domestic and international frontiers, expand the influence of the "Belt and Road" initiative, and enhance the acceptance, support and goodwill at home and abroad. Translation is a bridge for the spread of Chinese discourse. This paper follows the principle of "close to the reality of China's development, close to the information needs of foreign audiences and close to the thinking of foreign audiences", and puts forward the strategy of improving the quality of external propaganda translation under the background of "Belt and Road": improve the effectiveness of foreign-language translation communication, improve the comprehensive quality of foreign-speaking translators, deepen the teaching reform of foreign-speaking translation talent training mode, and increase the correct interpretation of core vocabulary.

1. Introduction

The "the Belt and Road" is an attempt and path for China to change from a "regional country with world influence" to a "comprehensive world power". After the initiative was put forward, it received widespread attention from global public opinion. With the Western countries such as the United States and Japan intervening in the planning and implementation of the initiative in a competitive manner, the Western media, influenced by the suspicion of European and American political circles and strategic circles, will create unfavorable international public opinion fields with their words and information. European and American media have a strong agenda setting capability in reporting international news in developing countries. The United States has a mature and well-developed media system that is unmatched in terms of influence and innovation in virtually all media, including film, radio, television, newspapers, magazines, the Internet, and mobile media. In particular, the United States, with its huge advantages in capital and technology, firmly controls the dominance of Internet construction and information transmission.

Discourse power refers to the influence generated by factors such as conceptual connotation, theoretical logic, core value, ideology and rules and norms contained in discourse. Rights and discourse complement each other. Mastering the discourse is the mastery of rights. In the international community, the voice of a country not only refers to the ability of the country to make sounds in the international community, but also the correct way and method that it can use, so that the voices and spoken words produced by them can produce effectiveness, and power to help the country to convey positive messages, shape positive images, and participate in international social governance. The international discourse power of a country embodies the country's leading role in the international arena, its participation and decision-making in formulating international competition rules and standards, and even its influence on international public opinion and international values, as well as the determination of the distribution of international interests.

As a link to communicate the feelings of different countries and nations, language plays an important role in the construction of "the Belt and Road". With the help of language, we can promote the construction of "the Belt and Road", spread Chinese discourse and promote Chinese culture, and demonstrate the unique charm of Chinese culture. The symbiosis between language and social culture determines the inter-lingual and intercultural communication activities in the context

of "the Belt and Road", and plays an important role in the spread of Chinese discourse and culture. This kind of activity also creates a step for the construction of "the Belt and Road". In addition, the construction of the foreign discourse system and cultural output can be regarded as an important part of the construction of "the Belt and Road". Translation to some extent represents the country's foreign language ability and level, whether the translation is accurate or not is related to the implementation process of "the Belt and Road" and the validity and intensity of the Chinese culture's active external output. Faced with the collision, conflict and integration of Chinese and Western languages and cultures, translators shoulder the mission of language communication and humanities communication. Through accurate translation, it actively exports Chinese discourse and culture, breaking the monopoly of Western discourse in the world and its adverse impact on China. It is also possible to further promote China's construction of the right to speak in the world, which is of great significance for promoting the long-term development of "the Belt and Road" construction.

2. Significances on Dissemination of Chinese Discourse under the Background of "the Belt and Road"

With the continuous advancement of the "Belt and Road" construction, China's position and voice on the international stage have been significantly strengthened. The country has invested a lot of energy and resources to promote the construction of the "Belt and Road", and the market and the people also show great enthusiasm for participation. In this context, all walks of life in the country, especially the general public, hope to have a more comprehensive and in-depth understanding of the goals, measures, benefits and prospects of the "Belt and Road" construction, as well as the practical impact on themselves. Due to the weak global economic recovery, the international community's interest in the "Belt and Road" has also increased significantly. Many countries have experienced a shift from wait-and-see to participation, from passive to positive. More and more foreigners want to understand the vision and actions of the "Belt and Road" initiative and assess their significance to themselves and their country.

The spread of Chinese culture can promote cultural interaction and cultural exchanges between countries along the Belt and Road. First, the spread of Chinese discourse promotes Chinese culture to go global and expand its international influence. This enables us to recognize a series of problems in the current spread of foreign discourse and to continuously improve and better promote Chinese culture into countries along the "Belt and Road". The power and influence of discourse are everywhere. Cultural communication should be based on discourse. An important symbol of cultural soft power is the right to speak. Chinese culture really "goes out" and needs to actively try every way, only to improve the right to speak. To enhance the cultural soft power, we can truly achieve the goal of "going out". Second, the effective dissemination of Chinese discourse in countries along the "Belt and Road" means that some developing countries that have long been influenced or manipulated by Western discourse have conveyed a new voice with Chinese characteristics and contacted and understood differently for developing countries. The discourse opened up a new channel that broke the strong position of the Western media, freed developing countries from the control of Western discourse and issued an independent voice. Third, in the context of the "Belt and Road", Chinese discourse spreads along the countries along the route, which can open a new page for the continued development of bilateral relations. The "Silk Road" is an important channel connecting China with relevant countries in history. Under the new international situation, the "Belt and Road" can help the benign interaction of national culture along the line.

Therefore, strengthening the spread of the "One Belt One Road" Chinese discourse will help to positively explain the Chinese plan to all walks of life at home and abroad, expand the influence of the "Belt and Road", and enhance the acceptance, support and goodwill at home and abroad, and further promote The "Belt and Road" construction will form a joint force.

3. Translation Must Abide by the Principles under the Background of "the Belt and Road"

Most of the translation work in the context of "Belt and Road" belongs to the translation of foreign propaganda. One of the outstanding features is that a large amount of information about China is translated from Chinese into foreign languages, through books, periodicals, newspapers, radio, television and the Internet, and international conferences, published and disseminated to the countries along the "Belt and Road", in addition to following the "letter, dad, elegant" standards. It is necessary for translators to familiarize themselves with and apply the principle of "three closeness", close to the actual development of China, close to foreign countries. The audience's demand for information in China is close to the thinking habits of foreign audiences. For foreign propaganda translation, it is not difficult to be close to China's actual development and close to the needs of foreign audiences. It is most important to pay attention to the psychological thinking mode of foreign culture and foreigners. We must be good at discovering and analyzing the nuances and characteristics of Chinese and foreign cultures, and translating according to the thinking habits of foreign audiences. The best external translation is not to convert Chinese into foreign languages word by word, but to properly process the original Chinese text according to the thinking habits of foreign audiences. The following principles should be followed when translating:

(1) Fully consider cultural differences and strive to cross the cultural divide. Differences in Chinese and Western cultures lead to distinct differences in thinking habits and expressions. Many Chinese-speaking words and phrases, translated into English without interruption, are not only difficult to achieve the purpose of faithfully conveying Chinese original intentions, but will cause misunderstanding. Instead of answering the questions of foreigners, it will lead to new problems. If the translation of the content of China's political system is mechanically translated, it is likely to cause misunderstandings from foreign audiences. In addition to the need for a solid language foundation, translators must have a deep understanding of foreign cultures and customs.

(2) Being familiar with foreign language customs and prevent falling into the trap of words. Many words have been given specific meanings in foreign cultures, and if used improperly, misunderstandings can occur. This requires translators should pay special attention to the development of language. Translators cannot be expected to become encyclopedias of foreign cultures and language practices in the rhythm of intense work, but they must also conform to foreign language customs. It is difficult for ordinary foreigners to understand the vocabulary with specific meanings proposed in the special historical period. Therefore, it is necessary for the translator to focus on the overall situation in the translation process, adopt a workaround, and pay more attention to the translation of the core content.

4. Strategies on Improving the Quality of Foreign Publicity Translation under the Background of "the Belt and Road"

External translation is a relatively special form of translation. It refers to the basic purpose of further understanding of China in the rest of the world in the context of globalization. It uses Chinese as the basic information and English and other national languages as the information dissemination carrier. Different media is the main channel, and the international people are the main communicative activities of the Western countries. The spread of Chinese discourse in the context of the "Belt and Road" relies on the translation of foreign propaganda, and improving the quality of foreign propaganda translation is an effective means to promote the spread of Chinese discourse. The strategies proposed in this paper to improve the quality of external translations are as follows:

(1) Improve the effectiveness of the translation of foreign propaganda. The translation of foreign propaganda is essentially the collision and exchange between the national culture and the culture of other countries. It is necessary to pay special attention to the analysis, retention and transformation of the similarities and differences between cultures. The translation of foreign propaganda not only allows foreign audiences to understand China through translating texts, but also explores Chinese cultural logic and historical origins through translating texts, so as to better understand Chinese

culture and development. Foreign language translation is aimed at foreign readers. The language and culture environment is very different from that in China. To achieve barrier-free communication between the two, translators need to analyze the cultural customs, reading habits, thinking habits and information needs of foreign audiences. Translation, so that the external translation of the finished product is better read, understood and disseminated by foreign audiences, to meet the real-time dynamic information needs of China.

(2) Improve the comprehensive quality of foreign-speaking translators. External translation is different from general text translation. In order to achieve the desired publicity, it must be precise, clear and easy to understand. This requires translators to have comprehensive literacy in addition to their general translation skills: First, a high degree of political acumen. The translation of foreign propaganda sometimes involves the issue of national sovereignty and dignity. It must be cautious when translating, and qualified translators must have a high degree of political acumen and a firm political position. The second is the deep language base. In the external translation, mastering Chinese is conducive to understanding, and proficiency in foreign languages is conducive to expression. Foreign-speaking translators must have a deep foreign language skills and have a deep understanding of foreign cultural customs. The third is the extensive cultural knowledge. Translation involves two cultures, and external translators need to have extensive knowledge. The wider the knowledge, the better the translation will be. The broad knowledge comes from the accumulation of translators.

(3) Deepen the teaching reform of the training mode of foreign-speaking translation talents. At present, the translation of talents in higher education institutions, teachers and students are in a relatively narrow translation world. The curriculum emphasizes basic lexical, grammatical, syntactic and rhetorical methods, and exercises for these skills, ignoring the translation of literary works. The method and translation skills are different from the reality of the external translation. The traditional literary translation standard replaces the external translation standard, and does not consider the cross-cultural influence, which leads to various problems in translation practice. Therefore, it is necessary to deepen the teaching reform, establish a correct concept of translation talent training, and strengthen the awareness of the seriousness and importance of foreign translation. We should shift from focusing on pure language translation skills to trans-cultural translation teaching. The teaching materials emphasize practicality and diversity, and use heuristic, inquiry and situational teaching methods in a timely manner to improve the frequency of teacher-student interaction and improve students' initiatives in knowledge learning, translation applications, and teaching assessment.

(4) Increase the correct interpretation of the core vocabulary. Due to the large differences in cultural thinking between China and the West, if the necessary explanations for some special vocabulary are lacking during translation, the original meaning of the discourse cannot be accurately expressed, which directly leads to the misunderstanding of foreigners on China's national conditions. In the translation of political discourse, due to the lack of fixed and unified standard of terms, and many translators are only language majors, there are limited understanding of some terms such as policies and slogans, which leads to serious inconsistency and inaccuracy in the translation of foreign propaganda. It is conducive to the formation of distinctive words that are understood and accepted by the international community. Due to the significant cultural differences, many Chinese vocabulary and foreign language vocabulary cannot be matched one by one. It is difficult to find the corresponding words when translating, forming a phenomenon of "cultural vacancies". If you barely correspond to a similar foreign language word, the information can not be accurately conveyed, increasing the Western audience's lack of understanding and distrust of the content. Therefore, it is necessary to carry out targeted governance from the national level, arrange special departments and agencies to be responsible, issue corresponding publicity text usage, unify the fixed words and expressions in the translation, and improve the quality of translation.

(5) Promote the influence of Chinese foreign discourse with the spread of values. The output of boring political terms is difficult to resonate with overseas audiences. The values and historical and cultural differences of different countries make it difficult for overseas audiences to accurately

understand Chinese stories. External communication should focus on universally accepted values such as patriotism, diligence, tolerance and conviction, enhance China's export of soft power, gradually eliminate the barriers brought about by different cultures and historical traditions, and further enhance the appeal and appeal of Chinese stories in order to achieve the purpose of improving Chinese foreign language. At the same time, attach importance to the role of translation in cross-cultural communication, not only to strengthen the complete expression and accurate interpretation of the core discourse, but also to grasp the language and thinking habits of overseas audiences, reduce the threshold of cognition, enhance the vividness of translation, and enhance the three-dimensional content. Be good at using economy, history, culture and values, using detailed and detailed data and specific interesting examples to tell Chinese stories and reduce empty political propaganda discourse. Overseas audiences are familiar with the Chinese story and its values and history and culture, which can reduce the phenomenon of cultural discounts brought by translation and more accurately understand the core discourse of contemporary China.

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