

## **A Study on C-E Translation in International Publicity from the Perspective of Cross-cultural Pragmatics**

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**Keywords:** Cross-Culture; Pragmatics; C-E Translation in International Publicity

**Abstract:** Under the background of China's increasingly prominent international status, cross-cultural communication between China and foreign countries is becoming more and more frequent. Therefore, C-E (Chinese-English) Translation in International Publicity has become an very important medium for foreigners to know about china, which also plays a vital part in enhancing the national and status for China. Based on the relevant cross-cultural pragmatics theories, the paper expounds the principles of C-E translation in international publicity and characteristics of cross- cultural communication. In addition, It points out the problems existing in the C-E translation in international publicity, and puts forward corresponding strategies in anticipation of better effects for cross-cultural publicity.

### **1. Introduction**

C-E translation in international publicity, as the name implies, is to complete the translation of external publicity materials, mainly Chinese into English, in order to spread information about china to the whole world by means of books, newspapers, periodicals, television, radio, the Internet and some other media.

Under the background of China's increasingly prominent international status, cross-cultural communication between China and foreign countries is becoming more and more frequent. and an important medium for foreigners to know about China. It plays an important role in demonstrating China's good image, showing China's political stance, promoting its international status and soft power, and creating a favorable international opinion environment in the process of going global.

### **2. Cross-cultural Pragmatics and C-E Translation in International Publicity**

#### **2.1 Interview of cross-cultural pragmatics**

Cross-cultural pragmatics is a new discipline of language research on the basis of pragmatics theory. It is a combination of cross-cultural communication and pragmatics, mainly studying different characteristics of verbal acts presented in intercultural communication under different cultural backgrounds, including three levels: (1) Cross-cultural pragmatic linguistics, that is, the study of differences in pragmatic functions of the same or similar language forms in different cultures, and the differences in the choice of verbal acts strategies in different cultures. (2) Cross-cultural social pragmatics, that is, the study of different interpretations of various pragmatic parameters by different cultures, differences in the conversational principles followed by different cultures, differences in politeness principles and norms adopted by different cultures, etc.; (3) Intercultural pragmatics, that is, the study of pragmatic behavior of people in cross-cultural verbal communication in a second language, and the behavior patterns when requiring a second language. Cross-cultural pragmatics theory is of great guiding significance to for C-E translation in international publicity. Due to the differences between Chinese and Western cultures and social forms, as well as the differences between Chinese and English languages, it is necessary to fully understand and grasp the cultural connotations of Chinese and English languages so as to achieve the most accurate translation effect. cross-cultural pragmatics provides theoretical support for C-E

translation in international publicity and provides a practical guidance on C-E translation in international publicity, promoting the sound development of C-E translation in international publicity. Cross-cultural pragmatics provides theoretical support and a practical guidance on C-E translation in international publicity, promoting the sound development of C-E translation in international publicity.

## **2.2 Overview of C-E translation in international publicity**

Professor Zhang Jian, a well-known expert on C-E translation in international publicity, has a clear interpretation of it. In his opinion, C-E translation in international publicity is a special form of translation, and it is the general term for practical translation activities to complete C-E translation tasks in international publicity as the basic content. It is apparent that professor Zhang believes that C-E translation in international publicity belongs to the category of translation, but he also clearly points out that it is a special form. Besides, professor Zhang also made a more specific definition of C-E translation in international publicity from the perspectives of translation purpose, information sources, information carriers, communication channels and target audience. He thinks that C-E translation in international publicity refers to the communication activities for the purpose of making China well known in the context of globalization, with Chinese language as information sources, English and other foreign languages as information carrier, media as communication channels, and foreigners as main communication objects.

## **2.3 Principles for Cross-cultural C-E Translation in International Publicity**

C-E translation in international publicity is cross-cultural communication in essence, and thus it is essential to overcome cultural differences to achieve the purpose of publicity. The two parties in cross-cultural communication are in different cultural backgrounds, and possess different social customs as well as values. Therefore, the psychology of audience must be taken into consideration in order that cultural differences can be overcome in C-E translation in international publicity. It requires that the principle of reader first must be followed, and the original text should be processed, such as adding or deleting in line with readers' psychological habits. Or else, it will be difficult to fully convey the author's messages, or even lead to misunderstanding. Such as English equivalence of eight “民主党派” in China's political system. A large number of foreigners do not understand China's political system of “one-party leadership, multiparty cooperation”, as the communist Party is often portrayed as a dictatorship opposed to democracy. For historical reasons, the term “民主党派” has a specific historical meaning in China, that is the collective name of the eight participating political parties except governing party the communist party of China. But if it is translated into “democratic parties” literally, that may be interpreted by foreigners as opposition parties pursuing democracy, so it is often translated into “non-communist parties”. For instance, in President Xi's address of new-year gathering for 2019, there is a sentence “senior leaders ... attended the gathering along with senior members of non-communist parties. This translation processing helps to eliminate the inherent wrong impression of foreigners for China's political Parties, conveying the messages correctly.

Besides, the purpose of C-E translation in international publicity is to publicize China, with China known and adopted widely, in order to expand its influence all over the world. Therefore, the principle of purpose should be followed in C-E translation in international publicity. Nowadays, China is rising peacefully and rapidly, whereas western countries try to stop China's rapid pace with the “China threat theory”. Therefore, it is of great need to show China's peaceful position and attitude, as well as promote the power of voice internationally in C-E translation in international publicity. In this way can China be known more objectively and truly, with a good national image established and a more relaxed benign development environment obtained. Therefore, in response to major or significant events or problems, national images must be considered, and differences of between Chinese and western ideologies and ways of thinking must be paid attention to. The characteristics of Chinese and English languages should be fully considered in the process of sentence and discourse construction to ensure a correct and firm political position in translation.

Besides, core words and sensitive words must be thought over repeatedly, with subtle differences between the two languages considered to ensure the faithfulness of the translation.

The characteristics of cross-cultural communication in C-E translation in international publicity

C-E translation in international publicity is essentially a bridge of cross-cultural communication, which helps foreigners better understand China. One of the functions of communication is to publicize objectively and accurately, so firstly C-E translation in international publicity must be accurate. The content of the communication ought to be authentic and reliable, accurately reflecting the reality of China. The expression should be accurate and appropriate in efforts to avoid errors and irregularities in terms of word selection, sentence use, discourse type and culture, and ensure the accuracy and appropriateness of the translation in terms of grammar, pragmatics and culture, in order to achieve effective communication.

For instance, the phrase “鱼米之乡” is translated into "a land of flowing with milk and honey", in which the characters “鱼” “米” are not translated into "fish and rice" literally. The processing way is due to the consideration of cultural differences, because "fish" symbolizes "surplus year after year" and "abundance and happiness", and "rice" is the staple and indispensable food, so “鱼米之乡” means a rich and abundant land. While in English cultures, milk is common food, and honey is very sweet, both of which stand for niceness. The translation processed like this is much more appropriate and easier to understand.

Secondly, C-E translation in international publicity should focus on the purpose of communication. It is a kind of conscious and purposeful publicity, with the ultimate goal of spreading the voice of China and publicizing China's image. This requires the insurance of the effect of information transmission to achieve the desired goal. The effect of communication, that is, the degree of realization of the goal, is an important criterion to measure the translation. No matter how faithful the form of the translation is to the original text and how beautiful the sentence is, it cannot be regarded as a successful translation if it fails to achieve the effect to be delivered. In some Chinese propaganda, it tends to be lavishly worded and over-decorated, resulting in literary genre, meaning repetition and even exaggeration leading to pragmatic failures; while in English expressions, direct and rational statements and descriptions are much more employed. Therefore, when translating such materials, it is necessary to modify or delete the excessive modifiers in the original text, to describe them as faithfully as possible, to avoid redundant messages, and to make the translation conform to the cognition and expression habits of the audience.

### **3. Problems and Countermeasures of C-E Translation in International Publicity**

In recent years, a considerable achievement has been made, playing a greatly positive role in promoting China's good image as a great power in C-E translation in international publicity. On the whole, the quality of the translation has been greatly improved, but at the same time, there are some shortcoming or even errors, which will affect communication effect or even the national image. On the one hand, China has become the world's second largest economy, with its international status enhanced markedly. More and more foreigners hope to be acquainted with China through various channels; On the other hand, China needs to show its image to the world by accurate C-E translation in international publicity in order to deepened its ties with countries around the world. Mistakes or inappropriateness in the translation may lead to misunderstanding of foreign audience.

#### **3.1 Problems in C-E Translation in international publicity**

Duan Liancheng once summed up the problems in C-E translation in international publicity as two categories. One is named "type A disease", which is an intralingual error, mainly manifested as improper wording and grammatical errors. The other one is named "type B disease", which is an out-of-language error, manifested as grammatically correct language forms but difficult to understand for foreigners.

The cause of intralingual errors is translators' poor skills or carelessness. For instance, the province “陕西” Incorrectly translated into "shanxi", which means another province “山西”. To

differentiate, the correct translation of “陕西” is “Shaanxi”. There is another case where American English (AE) and British English (BE) are mixed. AE and BE are roughly the same, but some differences exist. For example, British English words “colour, humor, favourite” are spelt as “color, humor, favorite” in American English. British English words “rubber, petrol, taxi, film, autumn” are expressed as “eraser, gas, cab, movie, fall” in American English. Mixing use of BE with AE should to be avoided in C-E translation in international publicity. Out-of-language errors are often caused by cultural differences or thinking habits, especially shown as Chinglish. Sometimes the psychological factors are not taken into account; for example, the word “老年人” is associated with “being respected” in Chinese culture, but in English culture, people are not willing to accept to be old. So the literal translation for “old people” is impolite; the expression of euphemism “senior citizen” is much more acceptable. In addition, some words with cultural colours should be paid special attention to in translation, with meanings represented in different cultures greatly considered. For example, the Chinese word “龙” Symbolizes positive meanings such as power, celebration and strength, while in the west, it symbolizes negative meanings such as evil, disaster, blood and violence. Therefore, if “龙头” in the phrase “以外贸企业为龙头” is translated into “the dragon head”, the correct meaning cannot conveyed or even bad associations are caused. It should be paraphrased as “leading enterprise” or “corporate champion” so as to convey the meaning more accurately.

### 3.2 Countermeasures for the problems

To solve the problems, firstly, the differences between the two languages must be emphasized. The purpose of translation is to express and convey information, so translators must take the characteristics of the two languages into consideration, coping with lingual and cultural problems flexibly. Translation is not just for language, but to convey original information faithfully and processed or modified according to cultural background and thinking habits with proper translation skills. To achieve the goal, translators must improve their professional skills with a good command of English language and cultures.

Secondly, Higher education is an important way to cultivate translation talents. Most talents for C-E translation in international publicity need to go through higher professional education to be competent. Therefore, to improve the quality of the talents, it is necessary to strengthen the research on translation theory from the source and improve the quality of translation teaching. The current translation teaching in China mainly focuses on the cultivation of academic translation research, with insufficient application. As translation is a course with strong applicability, to cultivate high-quality translation professionals, teachers should strengthen the cultivation of students' language and cultural knowledge, as well as carry out targeted exercises for students in a purposeful and planned way, in order to effectively improve students' translation level and meet the social needs for translation talents.

## 4. Conclusion

C-E translation in international publicity is a kind of cross-cultural communication activity, which is associated with national image. Related translators should shoulder the mission assigned by the country and times, strive to improve professional skills, and contribute to the presentation of China's good image as a great power to the world.

## Acknowledgement

In this paper, the research was sponsored by the Youth Fund Project of Xinyang Agriculture and Forestry University (Project NO.201702027) and Social Science Planning project of Xinyang City (Project NO. 2018JY035).

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