

An Analysis of the Innovative Strategies of Translation Education from the Perspective of Cultural Transmission

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Abstract: This paper focuses on three aspects: first, the definition of Chinese culture external communication: analyzing the connotation of Chinese culture external communication strategy according to the existing literature; second, the path of Chinese culture external communication: This paper discusses the government, enterprises, social organizations and individuals as the main body of the external communication of Chinese culture, and determines the six dimensions of the innovation of the external communication path of Chinese culture. 3, Translation education and the construction of Chinese cultural communication team: This paper mainly introduces the current situation and problems in the construction of domestic translation and translation disciplines, probes into the guarantee mechanism of Chinese cultural communication, and intends to discuss translation education in terms of national development strategy, science construction and industry development How to serve the national strategy of Chinese cultural communication.

1. Introduction

The establishment of China Academy of translation studies is a milestone event in the development of China's translation industry. It marks the birth of the “national team” of translation that we are looking forward to. It is a profound reflection of the great importance attached to translation in the national strategy. It brings not only opportunities but also greater challenges to translation education.

2. The Definition of Chinese Culture's External Communication

The concept of culture in a broad sense covers almost all the attributes that human beings are different from animals, so the definition of culture should not be too broad. Culture includes “knowledge, belief, art, morality, law, custom and the ability and habit that anyone obtains as a member of society.” Chinese culture refers to the culture created by the Chinese nation. From the summary of the connotation of the overseas communication strategy of Chinese culture in the existing literature, we can see that it is basically around the ways and objectives of the implementation of the strategy. In fact, the strategy of Chinese cultural communication to the outside world should also include strategic subject, strategic goal, strategic policy, strategic approach and strategic implementation. In a word, the strategy of Chinese cultural communication abroad is a cultural development strategy based on the highest principles of China's national interests and the common interests of mankind. In the context of globalization and in the current important period of strategic opportunity, the Chinese government should make a coordinated and overall planning at the national level, fully mobilize the government and non-governmental, domestic and overseas forces, concentrate the national resource advantages, combine the strategy of overseas cultural communication with the strategy of diplomacy, education and talents, and form a joint force to promote the overseas communication of Chinese culture Comprehensive national strategy. The specific connotation of Chinese culture's external communication includes: focusing on the protection, inheritance and modern transformation of traditional culture, focusing on the construction of modern core values and cultural spirit, taking the construction of cultural content as

the root and soul, respecting differences, promoting the overseas communication of Chinese culture through multiple channels, levels and forms, enhancing the international influence of Chinese culture, so as to maintain national cultural security We should set up a good image of the country, enhance the soft power of the country, win the international discourse, and contribute wisdom to the prosperity of world culture and the progress of human civilization.

3. The Way of Chinese Culture Spreading Abroad

Cultural communication is a kind of soft and infiltrative communication. The government, enterprises, social organizations and individuals together constitute the joint force of the external communication of Chinese culture, which is also the horizontal path of the external communication of Chinese culture. The vertical path of Chinese cultural communication includes the following six dimensions: the concept of cultural communication: adhering to the concept of harmonious communication, building a new cross-cultural thinking path of cultural communication abroad. Content of cultural communication: consolidate the cultural foundation, tap the cultural connotation and identity of their own culture, and create and tap the world's attractive content of Chinese cultural communication. Cultural communication channels: integrate diversified communication channels, promote the innovation of traditional channels and give full play to the advantages of new channels. Target of cultural communication: to find the effective target of cultural communication, and to play the role of “intermediary opinion leader” as the communication target and main force in external communication. Feedback of cultural communication: respect the circular law of mutual interaction and coding, decoding and decoding of both sides in cultural communication, evaluate the effect of cultural communication and feedback of the audience, and share them with both sides. Cultural communication environment: create a stable communication environment conducive to cultural promotion from the political, cultural, economic, institutional and other fields(Figure 1).



Fig.1 External Communication of Culture

4. The Professional Education of Translation and the Construction of Chinese Cultural Communication Team

4.1 Problems in Translation Education

Although translation education has made great achievements, it has also caused some problems due to its rapid development. In 2014, an article was published in the fourth issue of China translation, entitled “problems and Countermeasures of translation education in China”. I propose that there are seven problems in Chinese translation education, including undergraduate translation education and master translation education. They are: (1) the concept of talent training is unclear. Individual talent training units do not understand what is “translation major” at all, but still put it

under the framework of foreign language talent training. (2) The training plan for translators is not appropriate. If we don't know what kind of person to train, it will be difficult to train the professional translators we need if we don't have the proper training plan. (3) The construction of teaching staff is not strong. This is a very big bottleneck problem we are facing at present. (4) Teaching methods are not new. It fails to develop and innovate teaching methods in accordance with the law of training translation professionals. (5) Practice teaching base is not used. (6) The way of teaching management remains unchanged. (7) Professional qualification certificate is not accepted. That is to say, the work of professional norms that has been carried out in China has been ignored. There are more or less seven problems in all schools. If we add the eighth problem, that is, the translation ability of the graduates of undergraduate or master's degree needs to be improved, especially the ability of Chinese translation and foreign translation.

4.2 On the Development of Translation Education in China

4.2.1 Chinese Translation Education for the Needs of National Development Strategy

In order to adapt to the national development strategy, in terms of policy support, law making and planning, we should start from the needs of national development and develop China's translation education. This includes three aspects: first, formulate relevant development plans, policies and regulations according to the national strategic development needs. Specifically, it includes: 1) implementing translation legislation, drawing on relevant practices at home and abroad, combining with China's national conditions and current situation, establishing relevant laws and regulations in terms of translators' qualifications and powers, management and regulation of translation market, control and guarantee of translation quality, etc., so as to make laws and regulations available; 2) organizing relevant departments and industry associations to fully demonstrate and formulate national translation (Language) service The medium and long-term development plan ensures the sustainability of the development of the whole translation industry; 3) combine the internationalization and nationalization of personnel training, train small language and national language translation talents in a planned way, and establish the national translation talent reserve; 4) establish the guarantee system of translation education, so as to achieve student-oriented and teacher care. Secondly, carry out overseas promotion project of academic quality products. Specifically, it includes: 1) research on the overall strategic planning of "going out"; 2) research on the current situation and existing problems of overseas promotion; 3) research on external promotion strategies and communication models; 4) research on talent training and quality assurance mechanism. Third, we should strengthen China's international academic discourse power, and earnestly undertake a series of missions, such as the dissemination of high-quality ideological and academic works on behalf of China, the cultivation of academic elites with international dialogue ability, and the participation and promotion of international cross-cultural communication.

4.2.2 Chinese Translation Education for Subject Construction

According to the achievements and current situation of the construction of translation discipline, we should strengthen the construction of translation discipline, mainly doing the following three things: 1) improving the teaching system of translation education in China. Now, although there are undergraduate, master's and doctor's degrees in translation, there are high-level translation professionals and high-end translators who can undertake translation review work. As president Tang mentioned in his report just now, there are less than 1000 translators and the number is too small. We think that the next step should be to demonstrate and set up DTI, and gradually improve the training system of translation professionals in China. 2) We should deepen the connotation of subject construction, strengthen the theoretical construction and discussion of translation education and teaching, change the concept of talent cultivation, reform the mode of talent cultivation, improve the talent cultivation links focusing on curriculum setting, textbook compilation, teaching and on-the-job training, build a teacher education platform including senior visiting scholar projects and teacher training courses, and establish a total of talent cultivation resources To build a talent training team with research team, Professor team and management team as the core, we should pay

close attention to quality, improve the strength of both hard strength and soft strength, and strengthen discipline construction. 3) Establish talent evaluation and guarantee system. Including curriculum standard, translation talent standard, translation teacher standard and teaching evaluation standard, etc.

4.2.3 Chinese Translation Education for Industry Development

The development of translation education should combine the academic and industrial forces, combine the translation industry, industry associations and colleges and universities, and work together to promote the development of translation education in China. Specifically, the translation industry can participate in the development of training programs and curriculum standards in the cultivation of translation talents in Colleges and universities, participate in the specific activities of translation teaching practice and teacher training, build internship training base and teaching platform together with colleges and universities, and develop teaching resources and resource pool sharing. Translation and language service related industry associations should take on the responsibility of formulating and implementing industry standards and maintaining industry order, coordinate the relationship among relevant management and policy-making departments of universities, enterprises and governments, and promote the connection between qualification examination, translation teaching and industry development. In addition to keeping up with the market development in the process of training application-oriented professional translators and senior translation management talents, colleges and universities responsible for the training of translation professionals should also carry out relevant research and research in the translation industry from the perspective of academia, help enterprises solve practical problems, carry out order based training, and pay attention to the latest development of translation industry, such as translation technology, localization and translation management And integrate it into the teaching process of translation education.

4.3 On the Training of High-End Translators

The training of high-end translators should focus on coordination. There are four aspects of coordination: (1) school coordination. A cooperative mechanism should be established between schools to meet the national strategic needs and train high-level translation professionals. (2) School government coordination. Schools and the government should carry out coordinated personnel training. (3) School enterprise collaboration, that is, schools should work with employers, enterprises and institutions, social organizations and other collaborative education. (4) International cooperation means strengthening international cooperation to educate people. If these four aspects of coordinated education can be done well, I think that the construction of high-end talent team of Chinese culture going out and external communication that China needs should be established soon. But the most important thing is the attention and investment of the state. Why do we suddenly feel that the talents for external communication are not enough? The country didn't pay attention to it before. Since the 17th and 18th National Congress of the CPC, the central leadership felt that the increase of our economic strength needed to strengthen the country's soft power and China's voice in the world. Suddenly, everyone thought that the original translation was so important. In fact, translation has played a very important role in the process of social transformation.

Now that the country begins to attach importance to translation, it will do a good job. It is not enough only to attach importance to it, but also to invest in it. How many preferential policies can be given to China Translation Research Institute after its establishment? Premier Li Keqiang asked the leaders of the Ministry of education why there is such a lack of high-end non lingual translators in China? When we go to the corresponding language countries, we can't bring out our own high-end translators. The answer is simple. In the past, we didn't pay attention to it or invest in it. At present, the talent cultivation in Colleges and universities is based on the quota allocation of students, and the quota allocation standard set by the Ministry of education is 12000 yuan per student, as is the case for small language talents. But as we all know, the cost of small language training is far higher than that of English and other professionals. I think Beiwai is more aware of this. We all want to take the responsibility of training strategic foreign language talents for our

country. However, we didn't pay enough attention and investment, and we couldn't do it. When we needed talents in this field, we suddenly found problems(Figure 2).



Fig.2 Translation Education

5. Conclusion

After decades of development, translation education in China has made some achievements. National development, social needs and discipline development are not only the foundation of the development of Chinese translation education, but also new challenges for Chinese translation education. Let's take the important spirit of the 18th National Congress as a guide, vigorously develop translation education in China, boost the construction of a socialist cultural power, and make new and greater contributions to the development and prosperity of socialist culture.

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