

Study on the Publicity Translation Strategies of China's World Cultural Heritage Against the Background of "the Belt and Road Initiative"*

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Abstract—The implementation of the strategy of "the Belt and Road Initiative" has provided an effective regional cooperation platform for the political, economic and cultural exchanges between China and the West. The tourism industry in China has been developing vigorously. Many foreign friends want to know about China. The publicity materials of China's world cultural heritage are particularly important. The publicity translation of China's world heritage sites can accurately convey the knowledge contained in the tourist attractions and demonstrate China's extensive and profound traditional culture through annotated translation, foreignization, free translation and other methods. Through cultural exchange and communication, it can increase the attraction, and play a positive role in promoting the sustainable and stable development of social economy and ecological culture.

Keywords—the Belt and Road Initiative; world heritage; publicity translation

I. INTRODUCTION

The "the Belt and Road Initiative" was put forward by President Xi in the context of peaceful coexistence between neighbouring countries and China and strengthening cooperation with China. The unique geographical advantages of China's coastal areas make China's main economic resources concentrate here, and some of its resources are mainly attached to foreign imports. Therefore, extensive development of economic cooperation with the countries along "the Belt and Road Initiative" and jointly creating a common political, economic and cultural development is an effective way for China to explore economic growth. "Vision and Action to Promote the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road" released in 2015 has a great role in promoting the development of tourism. Through a series of measures such as increasing the construction of tourism infrastructure, signing cooperation agreements among countries along the belt and road, people in countries along the belt and road can better understand each other, better promote economic exchanges, and achieve global rebalancing. "The Belt and Road Initiative" has provided a

new engine for the development of tourism. Liaoning, one of the 13 provinces designated by the Silk Road Economic Belt, is an important window for the development of the north, and has 6 world cultural heritages, second only to Beijing. As "the birthplace of one dynasty", Shenyang, the capital of the province, has attracted the attention of foreign friends. Three world heritage sites, Shenyang Palace Museum, Zhaoling Mausoleum and Fuling Mausoleum, are located here. The translation materials of these scenic spots play an important role in the transmission of historical and cultural information and urban culture.

II. DEFINITION OF PUBLICITY TRANSLATION AND TOURISM PUBLICITY TRANSLATION

A. Publicity Translation

Baidu gives the following explanation for the term "外宣" (wài xuān), that is, to complete the translation of foreign publicity materials. Combined with the relevant theories of communication, it is concluded that the English translation of "外宣" (wài xuān) is "publicity" or "global / international communication". The essence of the definition of the term for publicity is to strengthen the communication and exchange with foreign countries, not limited to the mutual transformation between languages. Publicity translation is for communication and exchange.

B. Tourism Publicity Translation

Tourism publicity materials include scenic spot introduction, guide commentary, scenic spot introduction on official website, public signs, brochures, and travel agency publicity materials. The main audiences are people whose mother tongue is not Chinese. It is to show them Chinese customs, historical buildings, traditional customs, allusions and legends. The purpose is to introduce China's excellent history and culture, broadcast the good voice of China, stimulate foreign tourists' interest in China, promote cultural exchanges between China and the West, and enhance China's international status.

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III. PUBLICITY TRANSLATION OF CHINA'S WORLD CULTURAL HERITAGES

A. Significance of Publicity Translation of World Cultural Heritages

World cultural heritage is the best witness of human beings in the historical development and change and the creation of human civilization, and the highest level of cultural protection and inheritance. The Convention for the Protection of the World Cultural and Natural Heritages has made positive contributions to the rational protection and restoration of the common heritage of all mankind. Due to the over development of economy, natural disasters, environmental pollution and other reasons, the buildings representing the splendid culture of human beings, the historical wonders formed in hundreds of millions of years, and the archaeological sites with outstanding value are increasingly damaged to varying degrees. It is the requirement of the times to protect the world cultural heritage. The Chinese government attaches great importance to the work of translation services. The National Standard of the People's Republic of China: Translation's Service Specification was issued by the China Compilation and Translation Bureau and China Foreign Translation Publishing Company, which adopted the expression in DIN2345 that conforms to China's national conditions, standardized the industry behavior from the perspective of standards, and guaranteed the translation quality.

B. Principles of Publicity Translation of World Cultural Heritage

According to the above specification and the characteristics of China's world cultural heritage, the publicity translation of China's world cultural heritage should follow the following rules: first of all, the publicity translation of China's world cultural heritage is to transmit China's traditional culture to the outside world, so it is necessary to follow the principle of "faithfulness, expressiveness and elegance" put forward by Yan Fu. At the same time, publicity translation needs translators to be familiar with the application of the principle of "three close", that is, close to the reality of China's development, close to the needs of foreign audiences for Chinese information, and close to the thinking habits of foreign audiences. The translation of foreign publicity conveys the information under the guidance of the general policies of the Chinese government. It should take the reality of China's development as the starting point, combine the thinking habits of foreigners, and display the current news, cultural development and tourism information of China to the audience in the form of text, so as to spread the traditional Chinese culture.

IV. INSTANCE ANALYSIS OF CHINA'S WORLD HERITAGE PUBLICITY TRANSLATION AGAINST THE BACKGROUND OF "THE BELT AND ROAD INITIATIVE"

The Silk Road Economic Belt brings together the world's best tourist resources, including 80% of the world's cultural heritage. It's the most dynamic and potential gold tourism in the world. Because of its great influence on the tourism development of provinces and cities along the line, local

governments attach great importance to it. Various provinces and cities have issued policies to open up new horizons for tourism development and create excellent tourism culture. "One palace and two mausoleums" in Shenyang, the capital of Liaoning Province, are welcoming tourists from all over the world with outstretched arms. The translation materials of these scenic spots are also playing an important role in conveying the traditional culture of the Chinese nation.

A. Explanatory Translation

Due to the differences between Chinese and Western cultures, for some idioms and allusions from China, if they are translated only from the literal meaning in the way of Pinyin, they cannot transfer the cultural information expressed in the language well. The audience lacks the understanding of Chinese culture and will feel at a loss. Therefore, the translator should consider the cultural background of the other party on the basis of retaining the meaning of the original text, flexibly increase the introduction of relevant background information, supplement the relevant historical background on the basis of Chinese, make necessary introduction of allusions, and transmit the traditional Chinese culture in a more acceptable way to the audience.

Example 1: Guanju Palace (Shenyang Imperial Palace)

English translation: The palace ranked first among four palaces, where the Concubine Chen, Hailanzhu lived. Hailanzhu was married to Emperor Huang-taiji at her age of 26, and she was favored by the emperor. In 1637, she gave a birth to a boy, who was nearly, conferred prince imperial. But the boy stayed in the world for only six months. Concubine Chen was sorrow and died at 33 because of illness. She was post-humously conferred "Imperial Concubine Min Hui Gong He Yuan".

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The above passage is the introduction of Guanju Palace, Shenyang Imperial Palace. It introduces the position of Guanju Palace in the harem, the reasons why Hailanzhu was favored and died. The basic information includes Hailanzhu's life and important age nodes, but why it is called Guanju? It should be easy for Chinese to understand this, but foreign tourists have no idea. Therefore, this translation should also give a brief introduction to Guanju.

"Guanju" comes from "Guofeng · Zhounan · Guanju". "关雎", 在河之洲，窈窕淑女，君子好逑" (guān guān jū jiū , zāi hé zhī zhōu , yǎo tiǎo shū nǚ , jūn zǐ hǎo qiú), which is a love song describing the love between men and women. With the two characters "关雎" (Guanju) to express her position, it can be seen Huang Taiji's preference for her. English translation is as follows:

The waterfowl would coo
Upon an islet in the brook.
A lad would like to woo
A lass with nice and pretty look.

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The whole passage has ending rhyme, which is catchy to read. With the singing of birds and the love of each other, it associates the image of ladies accompanying gentlemen. It sets off Huang Taiji's true love for Princess Hailanzhu. Through poems, foreign tourists will have a deeper understanding of the origin of "Guanju". Emperor Taiji, the emperor of Qing Dynasty, was a man of love and righteousness.

Example 2: Ziqidonglai (Phoenix Tower, Shenyang Imperial Palace)

The Phoenix Tower of Shenyang Imperial Palace is hung with a horizontal plaque of "紫气东来" (zǐ qì dōng lái). It comes from the legend of Laozi passing through Hangu Pass. In terms of Taoism, it is explained that the Qing regime of Beijing began in the imperial palace of Shengjing in the East. In the English guide words of Shenyang Imperial Palace, the translation is as follows: a board hand up on Phoenix Tower, on which Emperor Qianlong implied "Ziqidonglai", which meant the Qing Dynasty in Beijing immigrated from Shengjing. If it is translated only in pinyin, foreigners will not understand it. If "The purple air comes from the East — a propitious omen" is added after pinyin, a simple explanation of cultural background can better convey the origin of these four words than simple pinyin.

Example 3: Rich water should not be let out of one's own fields - Benefits should always be kept for one's own people. (Shenyang Zhaoling Square City)

The packway pavement of Shenyang Zhaoling Square City inclines from the outside to the inside, which is introduced as "Rich water should not be let out of one's own fields. - Benefits should always be kept for one's own people". Especially the second sentence better explains the meaning of this Chinese idiom. Meanwhile, it also shows Huang Taiji's psychology to be sensitive to people's needs. Future generations can use such words to evaluate Huang Taiji, which shows that he was a king respected by the people.

B. Foreignization

In essence, the translation of world cultural heritage is Chinese-English translation, while foreignization retains the features of the source language in terms of language form and culture to the greatest extent in the translation, so that readers can have a deeper and more real feeling of the language and culture in which the works are located. There are many unique cultures and phenomena in the world cultural heritage of China.

To some extent, they have unique meanings and cannot be expressed by words in other cultures, or cannot reflect the cultural information carried by the language. Generally, transliteration or transliteration plus free translation are directly used in the translation of foreign publicity.

Example 4: Rigui and Jialiang

Transliteration is used to express cultural words in the target language, preserving national characteristics and charm.

Example 5: Great Administration Hall(Congzhendian)

Great Affairs Hall (Da zhendian)

Ten Princes Pavilions (Shiwangting)

Tranquility Hall (Qingninggong)

Book Source Pavilion (Wensuge)

Good Descendant-benefiting Hall (Jiayingtang)

Prosperity Admiration Study (Yangxizhai)

Transliteration and annotation are adopted in the translation of buildings. Foreign tourists can not only remember Chinese signs, but also understand the cultural connotation of the buildings.

Example 6: (Qingninggong) The zigzag beds, made of mud and brick and with fire and smoke tunnels were called "Kang" in Chinese and were mad along the south, west and north house walls.

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In the translation, the transliteration of "Kang" is retained. On this basis, "made of mud and brick and with fire and smoke tunnels" are added to explain to the audience in case they do not know what "Kang" is in Chinese traditional culture. It is believed that reading the instructions here will meet their needs for understanding Chinese traditional culture. Such transliteration plus interpretation clearly explains the connotation of culture-loaded words. If "万" of "万字炕" (wàn zì kàng) is translated into a number, it will cause a lot of confusion for the audience. According to the meaning of the source language, the translator chooses "zigzag" which is similar in meaning in the target language to express the characteristics of ancient Chinese interior architecture more vividly, so as to facilitate the readers to better understand the meaning of the source language.

Example 7: (Qingninggong) Now notice the pole standing right in the middle of the courtyard. This red pole is called Suolun Pole, or Holy Pole.

"Suolun Pole" is a tool used by Manchu people to worship the heaven. Manchu people think that crows can save their ancestors' lives. In order to thank crows, Nurhachi told the whole tribe that they would never kill crows. Therefore, there is a legend of crow saving people in Manchu culture. Here, the transliteration of "Suolun" is preserved, followed by the explanation of "holy". On the basis of accepting traditional

culture, the audience can understand deeply why Manchu people respect crows.

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Phoenix Tower is a pavilion-type structure with three upturned eaves and glazed tiles. It was the tallest building in Shenyang at that time. It is amazing watching sunrise in the morning on the tower and Phoenix Sunrise is one of the famous Eight Fascinating Scenes in Shenyang.

Example 8: Phoenix Tower is a pavilion-type structure with three upturned eaves and glazed tiles. It was the tallest building in Shenyang at that time. It is amazing watching sunrise in the morning on the tower and Phoenix Sunrise is one of the famous Eight Fascinating Scenes in Shenyang.

A pavilion-type structure with three upturned eaves and glazed tiles is a traditional Chinese architectural style. Here, the architectural style features are described in detail. The eaves are upward, the glazed tiles are inlaid, and the pavilion structure has three stories. One sentence accurately expresses the architectural features of the Phoenix Tower. The last two sentences mainly introduce the location of Phoenix Tower in Shengjing at that time. But in the translation, Shenyang is used to replace Shengjing twice. The Chinese know the origin of Shenyang City, so they can see it very clearly, but the foreign tourists who know little about Shenyang will be vague, and the use of Shengjing is more reasonable.

C. Free Translation

When the cultural differences between the source language and the target language are large, in order to better achieve cross-cultural language communication and cultural exchange, the internal meaning of Chinese to be expressed can be more clearly conveyed through free translation. When introducing the Grand Qing Gate, also called Meridian Gate, the translation is as follows:

Grand Qing gate, also called Meridian Gate because the emperor considered himself as the son of Heaven and the palace should be the center of universe. Therefore, the gate was named Meridian Gate. (Original text: 大清门, 又称子午门, 因为皇帝认为自己是天子, 宫殿应该是宇宙的中心。所以这门名叫子午门)

"Meridian" means the meridian, the primary meridian, which is the 0 degree longitude, is generally recognized as the starting line of the world's calculation of longitude. The arc that passes through the earth's two poles and intersects the equator directly is the meridian. The ancients took "Zi" as the due north and "Wu" as the due south. Through free translation of "Meridian Gate", it shows the cultural connotation of Meridian Gate in geographical position and meaning.

V. CONCLUSION

China's world heritage is the core carrier of culture under the strategy of "the Belt and Road Initiative". It is an important part of Chinese traditional culture and regional culture. Each world cultural heritage has its unique cultural imprint, which has universal historical value and cultural value. It carries the

material and spiritual civilization of China for 5000 years. In the government work report in 2017, when referring to "the Belt and Road Initiative", Premier Li Keqiang pointed out to solidly promote the construction of "the Belt and Road Initiative", stick to joint discussion and joint development, and strengthen exchanges and cooperation in the fields of education, culture and tourism. Under the strategy of "the Belt and Road Initiative", the publicity translation of world cultural heritage will convey the essence of Chinese culture to other peoples. While establishing national prestige, it will better promote the policy communication, facilities linkage, smooth trade, financial integration and common aspiration among the countries along "the Belt and Road".

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