

Research on Chinese-English Publicity Translation Strategies Based on the Belt and Road Initiative

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ABSTRACT

Under the imagination of Belt and Road, China has achieved friendly exchanges and common progress with other countries. Based on Belt and Road, China publicity translation is mainly an activity based on the dissemination of Chinese culture to better promote Chinese culture according to the form and characteristics of national development of China. Using Chinese current political terms related to Chinese English translation to translate all kinds of words such as abbreviation, explanatory words and new nouns from the perspective of translation method. Based on the great idea of Belt and Road, this paper discusses the strategy of the Chinese and English external translation to a certain extent, hoping to optimize the problems existing in the external translation so as to publicize the translation work better.

Keywords: *the Belt and Road, Chinese-English Publicity, Translation*

1. INTRODUCTION

The Belt and road idea has largely promoted the friendly exchanges between countries, making the global economy developing rapidly, and the advantages of this integrated strategy are increasingly highlighted. The Belt and Road made a great contribution to the development of the Tibetan frontier, and in the publicity link, the Belt and Road is translated into the Silk Road Economic Belt and the 21st-Century Maritime Silk Road. It can be seen that language plays a huge role in Belt and Road. Under the imagination of Belt and Road, China's foreign exchanges are becoming more and more frequent. Under such a background, the importance of Chinese and British foreign publicity work has been highlighted. As a key to the foreign publicity work, foreign publicity translation plays an important role in the foreign publicity work. Therefore, if enterprises want to carry out the publicity translation work smoothly, they first need to correctly understand the publicity translation, and then formulate the publicity translation strategy correctly and efficiently according to the development characteristics and situation of the enterprise to ensure the quality of the publicity work. Establish a corporate image.

2. THE IMPORTANCE OF THE BELT AND ROAD CHINESE-ENGLISH PUBLICITY TRANSLATION

2.1. *It is conducive to deep cooperation.*

Under the situation of Belt and Road, Chinese-English Publicity Translation plays a vital role in the economic development of various countries. Efficient publicity work can greatly improve the rapid development of regional economy, but also promote the friendly communication between various countries and effectively drive the trade exchanges of various regions better. The development of ASEAN free economy and trade cannot be separated from the support of Chinese-English Publicity Translation. The construction of ASEAN free economy and trade and economy has been continuously strengthened, which has further developed all the services of ASEAN countries. Enterprise publicity translation quality determines the establishment of business relations to a certain extent, in the specific trade practice, Pan-asean business activities are mainly applied English and Chinese. Therefore, enterprises need to external text effective translation and language conversion to ensure the smooth progress of business exchanges and trade.[1]

2.2. It is conducive to cultural communication.

The exchanges between both countries is very important when China trade with countries along the Belt and Road, the process of trade is the process of culture. Chinese culture is profound. The national cultural output decide economic strength, our country can develop so far, a large part of the reason is from the support of culture. As an important means of excellent cultural communication, foreign publicity effectively can make excellent Chinese culture spread to all over the world, so that other countries can realize the characteristics and charm of Chinese culture. Therefore, foreign publicity translation is not only friendly exchanges between trade, but also deep-depth cultural exchanges.

3. THINK EXTERNAL PUBLICITY AND TRANSLATION

3.1. Respect the original language.

In the process of publicizing the translation, we need to pay special attention to some special words and sayings in Chinese and also respect the expression of the original language, so as to translate combining with some expression habits of foreign languages.

3.2. Handle the cultural differences correctly.

The Chinese culture is extensive and profound, and the culture of different countries is different, and the living habits and language characteristics are very different, which has caused the cultural differences between countries, so in the process of foreign language translation, we should be deeply aware of this and treat cultural differences correctly. Secondly, we need to have a deep understanding of the culture between various countries, so that we can master the language expression more effectively when publicizing the translation work.[2]

4. STUDY ON THE EXTERNAL PUBLICITY OF THE TRANSLATION STRATEGY.

4.1. Strengthen professional knowledge research and improve the quality of publicity and translation.

Under the development strategy of Belt and Road, the Chinese and British external publicity and translation work plays a crucial role. Therefore, corresponding strategies need to be carried out in view of some problems existing in the current external publicity and translation work, so as to better carry out the external publicity and translation work. First of all, it is necessary to strengthen cultural research. Research on the publicity of professional knowledge can effectively improve the

quality of the publicity of translation. Before the publicity of translation, we can find information in many aspects and master all the relevant content, especially for the Pan-asean cooperation in running schools, which requires professional solid. Only by skillfully understanding the professional translation knowledge can they give full play to their own translation advantages in the publicity of the translation work and show the corresponding translation skills. Secondly, we should adhere to the principle of translation, which also can effectively ensure the quality of translation. Publicity translation needs to combine national conditions and to fit the information needs of foreign readers and foreign readers thinking as much as possible. Take the cultural differences into consideration and examine and consider each translation sentence carefully to ensure the quality of translation.[3]

4.2. Apply translation techniques flexibly.

Publicity translation may involve multiple regional content and culture, due to the universality of publicity materials and grammar differences, so translation needs certain skills to ensure the accuracy. We need to translate such materials on the basis of the original text and take the corresponding translation skills into it to avoid the translation of rigid.

4.3. Set up research institutions to train professional talents.

If we want to fundamentally improve the quality of publicity translation, we need enterprises to pay attention to talent cultivation and construction and set up relevant talent training institutions, professional talent training, talent translation ability, but also should pay attention to Belt and Road national cultural exchanges, so that talents can learn from the culture of each country. They can have a deeper understanding of culture to contribute the publicity translation work efficiently. In addition, the establishment of institutions to cultivate corresponding publicity talents can also promote the development of cooperation in Pan-ASEAN District. ASEAN District cooperation in running schools needs more professional translation talents, especially in the political, economic, cultural and educational cooperation, it can also show the corresponding advantages.[4]

4.4. Use network technology to create a translation platform.

Today's society is an era of information explosion. The rapid development of the Internet has promoted the progress of social quality, so the establishment of some translation network platform will make the external publicity translation work more efficiently and stably, and also reduce the translation pressure of external publicity. Network platform is a good way to exchange and cooperation between Chinese and foreign, language

learners can conduct independent learning and cooperation, which promotes their social ability and translation ability and the efficiency of translation. Use Internet technology reasonably and create translation platform are the existing translation mode innovation, which are in line with the national future development strategy. Moreover, computer simulation technology is also inseparable from the support of the computer platform, but also brings opportunities for the development of simulation technology in some circumstances, simulation personnel can establish relevant mathematical models to carry out the corresponding quantitative analysis when they work. Through this means, more talents can be trained for the country, which maximize the value of talents, and improve the accuracy of translation, which is conducive to the efficient development of external publicity work.

4.5. Carry forward the Chinese elements, and improve the ability of external publicity.

There is an inseparable connection between the business activities of the enterprise and the publicity work, and the translation of the publicity materials is also

the basis of the publicity work and plays an important role. However, while carrying out publicity work, attention should also be paid attention to the development and integration of Chinese elements. Therefore, publicity materials should reflect Chinese cultural elements, so that Chinese elements can be widely spread and give play to cultural advantages. In addition, carrying forward Chinese elements can also improve the ability of publicity to a large extent. The intervention of some cultural elements makes the publicity translation have Chinese characteristics and charm, establish a good and distinct corporate image, and ensure the quality of translation.

It can be seen the source and translation text is same in the involved process from the "Belt and Road" scope and under the translation research, but some changes took place in the relationship, mainly to make information more accurate in the process of transmission, also makes we can more accurately grasp the meaning behind the language, and it also to a certain extent to promote the progress of translation, conducive to the smooth development of Belt and Road great imagination.

TABLE I. Process Type Representation of Small Sentences in the Source / Translation Article

| Original Text | Translated Text | Procedural Type | Specific Significance | Original Participants | Translated Participants |
|---|--|--------------------|---|---|--|
| Hambantota Port Special Economic Zone of Sri Lanka has completed the preliminary work of industrial positioning and concept planning of the park. | Preliminary work has been completed for Sri Lanka's Hambantota Port Special Economic Zone, including defining the zone's industrial functions and making conceptual plans. | Material Type | The process of doing something. | Action person: not noted in the article. Logic subject for person action process: environment component completed: Hambantota Port Special Economic Zone, Sri Lanka Objective: preliminary work | Action person: Preliminary work. Event process: has been completed. Objective: Sri Lanka's Hambantota Port Special Economic Zone |
| China has no intention of exporting ideology and development models, but China is willing to share its development | It has no desire to export its ideology and no intention to impose its development model on other countries. It is willing to share its | Psychological Type | The event that reflects the psychological process, here mainly refers to the emotion class (the phenomenon of | Perceptor: Chinese emotional process: unintentional, willing phenomenon: output ideology | Percipient: it(China). Affective Process: no desire, no intention, is willing to. Phenomenon: to export its |

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|---|--|--|---|---|---|
| experience with other countries by jointly building the "Belt and Road" and jointly build a better future with countries along the Belt and Road. | experience with other countries and create a bright future together with its B&R partners under the B&R framework. | | feeling has a certain kind of thought and emotion). | and development model; sharing development experience | ideology, to impose its development model, share its experience |
|---|--|--|---|---|---|

5. CONCLUSION

The belt and road initiative has brought opportunities and challenges around the world, which is conducive to economic development between countries, but also put forward certain challenges to the translation work. In the process of the translation work, we need to master the characteristics and requirements, and understand the differences between countries, so as to flexibly use translation and to play the effectiveness of translation work. In the translation work, pay attention to the different language style and style of thinking fully, and translation will also well grasp the Chinese English with Chinese characteristics to enrich the cultural connotation of English, on basis of which take continuous innovation, the world can understand Chinese culture, so as to expand the influence of China and also make publicity translation work can smoothly and development.

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