



# Research on the Cross-Cultural External Dissemination Path of Zhoushan Folk Culture

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**Abstract.** The 18th and 19th National Congresses of the Communist Party of China have proposed the strategic goal of "Culture Going Global" more than once, making it urgent to spread the excellent Chinese folk culture to the world. Based on the translation research of Dinghai's folk culture, this article explores the problems existing in the translation process, proposes targeted suggestions, and summarizes a translation system strategy. This will improve the accuracy of English translation work, enhance the cultural connotation of Zhoushan's folk culture and even Chinese excellent culture, and enhance the urban image.

**Keywords:** civilization, cultural construction, cultural soft power, culture going global

## 1 Introduction

Cultural soft power has increasingly become the core strength in international competition. Throughout history, the study of folk culture has been a topic of significance in both Eastern and Western cultural realms, leading to the establishment of an independent discipline known as folk culture studies. In order to enhance China's comprehensive strength, promote Chinese culture, showcase Chinese traditions, and uphold cultural confidence. The strategies of "cultural going global" have been emphasized in the 18th and 19th National Congresses of the Communist Party of China. The mission of taking Chinese culture global is imperative.<sup>[1]</sup>

In recent years, significant achievements have been made in the dissemination of Chinese folk culture, allowing more international friends to gain deeper insights through online and offline means. However, challenges persist in the translation of cultural terms and phrases, leading to translation dilemmas and frequent instances of misinterpretation. To address these issues, a more diversified approach should be employed for translating Chinese folk culture, aligning with the times and providing readers with enhanced experiences and deeper insights.

## 2 Research background

In recent years, with the continuous progress of cultural globalization, cultural soft power has become the core of national competition. The 18th and 19th National Congresses of the Communist Party of China successively proposed the strategic goal of "Culture Going Global", putting the task of telling Chinese stories, spreading Chinese culture, enhancing Chinese traditional culture and improving self-confidence in front of an unprecedented height. Zhou Shan, a port city known for its fishing industry, possesses rich folk cultural resources. Effectively showcasing local folk culture during international interactions remains a challenge. In 2018, Dinghai initiated the "Fifteen Ancient Sites" campaign, unearthing 226 sites associated with the "Dinghai Mountain Series Culture," including ancient bridges, wells, pavilions, historical relics, exquisite old houses, the residences of notable figures, ancient streets, venerable shops, temples, and tombs.

Translation is a kind of cross-cultural communication activity; the largest obstacle is the transmission of heterogeneous culture, which is due to the different cultural presuppositions used by the source language readers and the target language readers. Cultural presupposition refers to "the assumptions, beliefs and viewpoints rooted in a culture shared by people but existing in a potential form."<sup>[1]</sup>

The dissemination of Chinese folk culture has achieved remarkable achievements in many fields. Through online and offline forms, international friends can access and learn different folk cultures according to their interests. With the continuous development of society, folk culture has also been widely promoted. However, despite the fact that the cultural circle of both East and West attach great importance to the dissemination of folk culture and have set up independent research disciplines for it, there are still problems such as mistranslation, misunderstanding, and cultural differences in the process of translation. The purpose of this article is to formulate a regular and systematic translation strategy and promotion strategy based on Dinghai's folk culture to provide readers with a better cultural experience.

## 3 Current difficulties in cross-cultural dissemination of Zhoushan's folk culture

### 3.1 Lack of cognition

With the continuous development of society, especially since the reform and opening up, the wave of urbanization, modernization and globalization has caused a large number of Western culture to pour into China. The strong influx of Western popular culture has caused many traditional folk cultures to be seriously threatened, which has led many people to question traditional folk cultures. Instead, they begin to blindly pursue various forms of Western pop culture, showing little interest in the development of traditional folk cultures<sup>[2]</sup>. If we want to promote traditional culture, we must first popularize it. As long as residents in the region have a full understanding of folk culture, this culture will spread with them when they go out for work or study. If we want

to translate relevant materials into English, we also need to have a profound understanding of folk culture because many ancient songs and expressions are expressed with local words.

### **3.2 Lack of folk cultural industry in the local area**

Local people have little understanding of folk culture and know little about the folk cultural industry related to it. In China, folk culture is mainly transmitted through Confucianism, Buddhism, Taoism and other influences to convey cultural values [3]. There were only a few English translations on the map at the entrance to the scenic spot in Dinghai Ancient City. The main purpose of introducing foreigners is to introduce famous historical figures such as famous people and libraries. There are few related peripheral industries in Zhoushan that are well-known. Therefore, there is still great potential for development.

### **3.3 Lack of relevant folk cultural translation materials and low quality**

After investigating the traditional customs, festivals and celebrations, as well as oral traditions and other aspects of Zhoushan District, we found that Zhoushan District has a rich and diverse folk culture. However, due to the special geographical environment and historical background of Zhoushan District, many folk vocabulary and expression methods are not commonly seen in other regions, which makes it a challenge to accurately express these vocabulary and expressions through translation. In our investigation, we found that there are following problems in the translation of Zhoushan's folk culture:

### **3.4 Numerous cultural-loaded words and missing cultural vocabulary caused by difficulties in promoting local traditional culture:**

There are many specific vocabulary words in Zhoushan's traditional customs that do not have corresponding translations in other regions. For example, in Zhoushan's traditional wedding ceremony, there is a ceremony called "Bai Tang", which means that the bride needs to worship her ancestors at the wedding. This word does not have a corresponding. Therefore, we need to convey its meaning through explanation and description [4].

### **3.5 Cultural connotation communication:**

The folk culture of Dinghai District contains rich cultural connotations, and how to accurately convey these cultural connotations in the translation process is also a challenge. For example, when introducing the traditional festival of Dinghai, it is necessary not only to translate the name of the festival, but also to explain its origin and how it is celebrated, so that readers can better understand and experience.

### **3.6 Limited Use of Translation Methods**

An over reliance on direct translation methods. Cultural presupposition is a pragmatic presupposition that exists in a certain latent assumption form. This latent form is accepted and shared by individuals living in the same society. Individuals within the same societal background share common cultural background knowledge, and cultural presupposition comes into play when they communicate. However, for two individuals from different societal backgrounds, their cultural presuppositions differ, leading to difficulties in intercultural communication. In translation, solely relying on direct translation often results in recipients failing to fully understand or accept the conveyed content from the speaker. Cultural presupposition's impact on translation strategies is significant, and exclusively using direct translation can hinder effective cross-cultural communication.

## **4 Path Selection for the In-depth Dissemination of Zhoushan Folk Culture**

### **4.1 Strengthen the publicity of regional traditional culture and improve pertinence.**

Carefully study the traditional folk culture of Zhoushan and dig out the fragments that can resonate with modern life. A large section of information will definitely not achieve such an effect, so you must first rely on the interesting points to attract people's attention in order to let more people understand it deeply. Staff can go to primary and secondary school campuses to teach in ways that are easy for students to accept, such as games. Adolescence is an important period for cultivating interest and receiving knowledge, and during this period, they can be exposed to regional folk culture, which can strengthen their sense of cultural identity with the Zhoushan area and increase their chances of in-depth research in the future.

### **4.2 Play the role of folk culture.**

Let more people understand the local folk culture of Zhoushan and Dinghai and drive tourism development. There are many local folk cultures in Zhoushan, but the people who know and understand it are still few, and the spread is not strong. For example, shell carving making technology, boat model making technology, flea club, fishing rope knots and other characteristic folk culture, few people know about it. However, these characteristic cultures are the crystallization of Zhoushan folk culture, and local enterprises can join hands with senior craftsmen to dig deep into the stories behind these characteristic cultures, their connotations, and the history handed down to this day. Spread the culture of Zhoushan. There are also many characteristic buildings in Zhoushan, and the vicinity of Middle Street is also in the style of Zhoushan Ancient City. Governments and enterprises can focus on planning and preserving historic building areas, while integrating modern urban style, architectural culture and urban context, and building new tourist attractions. Shops with special folklore are placed in

the scenic area, and docents are arranged to introduce the stories. Visitors can also experience fishing rope knots and other practices with their own experience, and use their own experience to enhance the feeling. For the local people, relevant activities can also be held on weekends and other rest times to let everyone know more about the folk culture of Zhoushan. You can also find volunteers to teach students crafts such as fishing rope knots in elementary and junior high schools. It can not only enrich students' extracurricular life, but also pass on the traditional culture of Zhoushan.

#### **4.3 Use multimedia display methods.**

Since culture is represented by the exchange of various symbols in the process of dissemination, the scope of cultural dissemination exceeds the language level<sup>[5]</sup>. Through various media forms, such as images, audio, etc., showcase the folk culture of Dinghai to more people. Using pictures and videos can make viewers understand certain words that cannot be translated accurately by language more intuitively and thoroughly. Some meanings from folk culture need to be understood in a certain atmosphere, and relying only on words is somewhat boring.

#### **4.4 Establish a professional translation team and pay attention to the transmission of cultural connotations.**

According to the characteristics of Dinghai's folk culture, a professional translation team can be established to better solve the problems of vocabulary translation and cultural connotation transmission through professional translation skills and cultural background knowledge. If necessary, examples from other countries' cultural backgrounds can be used for comparison to help understanding. In addition, in the process of translation, it is necessary to clarify the readers of the translation and understand the cultural atmosphere and ideological characteristics of the readers. Combined with reader cognition, targeted cultural context creation, accurate translation, and ensuring that readers can easily appreciate the connotation and characteristics of the culture<sup>[5]</sup>. Through explanation, description, and examples, readers can better understand and experience the folk culture of Dinghai. In addition, detailed cultural background information can be provided through annotations and footnotes to help readers better understand translation works. the argument is considered as a set of statements that seeks to justify a conclusion by supporting it with premises; to defend it from objections; or both goals. Hample consider argument as "a conclusion supported by a reason," and its function is to "create meaning".<sup>[6]</sup>As Peter Fawcett said in Presupposition and Translation, translators need to know not only what presupposition information is lacking in the target culture, but also what presuppositions exist in that culture which may have a proactive impact on translation.<sup>[7]</sup>

## 5 Conclusion

Folk culture is the foundation and pillar for countries and nations to establish themselves in the world stage. With the continuous development of national "One Belt One Road" and other related strategies, the task of telling Chinese stories and spreading Chinese sounds is becoming increasingly urgent. It is not only conducive to improving international image, enhancing cultural identity and self-confidence, but also has far-reaching impacts and practical significance in other fields. Translators should combine the cultural heritage of folk culture with professional translation skills, use multiple translation strategies and communication methods to fully preserve the characteristics and highlights of folk culture, bring Chinese folk culture to the world, and let the world better understand China more comprehensively.

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