



On Multimodal Narrative and Dissemination Strategies of Guangdong Red Tourism Culture for External Publicity

--A Case Study of Guangzhou Sun Yat-sen Memorial Hall

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Abstract. Red tourism culture in Guangdong was the red cultural heritage in the period of revolution in Guangdong, which has important historical and cultural value. However, the publicity effects of the red tourism culture in Guangdong do not achieve the expected effects. This study adopts the problem analysis method and case analysis method. Taking Guangzhou Sun Yat-sen Memorial Hall as an example, this article attempts to put forward multi-modal narrative and communication strategies for external publicity, to promote the publicity and communication of Guangdong red tourism culture to the outside world, tell the Guangdong red story well and improve the international community's cognition and acceptance of Guangdong red tourism culture.

Keywords: red culture; multi-modal narrative; external publicity

1 Introduction

Red Tourism (hongse luyou) refers to tourism of the People's Republic of China in which people visit tourist spots with historical significance to either the Communist Party of China (CPC) or the Chinese Revolution^[1]. Red tourism was officially proposed at the end of 2004 to use historical monuments related to the Communist Party of China as the main resources for tourism. With the support of the communist government, the heritage of the Chinese Communist Party's (CCP) history, including past revolutionary events, monuments, relics, residences of former communist leaders, and other relevant heritage objects, is exploited and promoted for Chinese domestic tourists^[2]. Guangdong red tourism culture refers to the culture that takes the red tourism resources in Guangdong Province as the main tourism resources. As one of the birth-places of the Communist Party of China, Guangdong has experienced important historical events in history and is one of the important red tourism destinations in the country. Red tourism culture is an advanced culture with Chinese characteristics co-

created by Chinese Communists, advanced elements, and the masses during the Revolutionary War, which contains rich revolutionary spirit and heavy historical and cultural connotations. There are many red tourism scenic sites in Guangdong, including Guangzhou Sun Yat-sen Memorial Hall, Guangzhou Institute of National Peasant Movement, Guangzhou Martyrs Cemetery, Guangzhou Uprising Memorial Hall, Guangdong Revolutionary History Museum, the Red Army Long March Memorial Hall, Sanyuanli Museum of the Struggle against British Invaders, The Manorial to Martyrs of Guangzhou Uprising, Museum of Huangpu Military Academy, and so on. The red tourism culture in Guangdong has rich historical and cultural connotation, which attracts the interest of many tourists at home and abroad. In recent years, scholars have discussed the dissemination and development of Guangdong red tourism culture from different perspectives. Based on the existing problems in the publicity of Guangdong Red Tourism culture, this paper attempts to put forward multi-modal narrative integration and communication strategies for the publicity of Guangdong Red Tourism culture by taking Guangzhou Sun Yat-sun Memorial Hall as an example, aiming at promoting the publicity and communication of Guangdong red culture, telling Guangdong red stories well, and improving the international community's cognition and reception of Guangdong red culture.

2 The Existing Problems in the Propaganda of Guangdong Red Tourism Culture

Guangdong Red tourism culture covers the revolutionary struggle, revolutionary heroes, red sites, and other content in Guangdong under the leadership of the Communist Party of China. These symbols, stories, and commemorations of red culture have penetrated into people's lives and become an important part of local culture in Guangdong. Guangdong Red culture is the red cultural heritage in the period of revolution, which has rich cultural connotations and represents an important chapter in the history of the Chinese Revolution. There are the following problems in the publicity of Guangdong red tourism culture.

2.1 The Irregular Translation of Terms

Translation should faithfully convey the meaning of the original text. For red cultural terms, it is necessary to accurately understand their history, cultural background, and symbolic meaning to ensure the accuracy of translation. In the translation of Guangdong red cultural terms, we should try our best to maintain a unified standard. Reference can be made to relevant translation guides, term dictionaries, standard translations of specialized terms, etc., to ensure linguistic consistency and unity. For example, the English translation of "Sun Zhongshan" and "Jiang Jieshi" is not in the common phonetic system, but in the Webster phonetic system, namely "Sun Yat-sen" and "Chiang Kai-shek", and the English translation of "Guangdong" is "Canton" rather than "Guangdong", which is accepted. In terms of the non-standard translation of terms, it is necessary to ensure that the translation of Guangdong red cultural terms

conforms to the unified standards by referring to the relevant translation guides or term dictionaries, so that it is conducive to ensuring consistency between different translators and avoid confusion or ambiguity.

2.2 Inaccuracy of Translation

Some red scenic spots are not faithful to the foreign translation of red culture, the traces of machine translation are very obvious, there exist many language errors, and they have not achieved a good communication effect. "Red gene (hongse jiyin)" refers to the ideals, beliefs and spiritual outlook of Communist Party members in Guangdong. For example, "chuancheng hongse jiyin" is translated into "spread the red gene of the Revolutionaries" instead of "Maintain the Brave Spirit of the Revolutionaries".

2.3 The Simple Ways of Publicity

The external publicity of Guangdong red tourism culture is mostly in the form of a single cultural exhibition, which has a high degree of formalization and only focuses on domestic audiences, ignoring the acceptance of overseas audiences. Many red tourist attractions in Guangdong do not set up a portal website, only Baidu Encyclopedia has the relevant introduction. Some websites and media that promote Guangdong Red Tourism culture lack professional quality and cultural background, and the publicity information is often inaccurate, lacking depth and professionalism, which will undoubtedly cause quality and trust obstacles to the publicity and promotion of Guangdong Red Tourism culture.

3 Multi-modal Narrative Translation Integration Strategies of Guangdong Red Tourism Culture

It is generally accepted that translation can be classified into intralingual, interlingual, and intersemiotic types (Jakobson 1959), and like other means of communication, translation involves not only linguistic modes but also visual and audio semiotic resources such as images, sound, and gestures.^[3] Page proposed the concept of a "multimodal narrative"^[4]. Multimodal narrative is a new way that constructs a richer and deeper narrative space through the interaction of various media elements. The multimodal narrative includes text, image, audio-visual, hypertext and other modes. The narrative of Guangdong red tourism culture gradually changes from a single mode to multi-modes. The process of text narration is the process of symbolizing cultural information which is in a proper sense. Multimodal narration includes not only language, image, music, and other media elements, but also emotion, cultural background, and other factors. The multimodal narrative is an advanced means of publicity, which can promote the red tourism culture and the beautiful image of Guangdong to the world in a vivid way. The publicity of Guangdong red tourism culture is an important way to inherit and carry forward the excellent traditional culture.

3.1 Integration of Multi-modal Narrative Approaches

Multimodal translation takes multiple modes in the process of text regeneration and transmission as the object and destination, which is a breakthrough from the traditional view of language-centered translation^[5]. Therefore, it is necessary to use a variety of translation methods when translating the text.

Example 1

“In the early 1930s, Sun Yat-sen Memorial Hall with the monument became a space coordinate in modern Guangzhou. As the developmental venation, the north-south axis is extended toward the south, forming a city axis full of a strong atmosphere emanated from Sun Yat-sen Memorial Hall. Meanwhile, along the city axis, the memorial areas were extended throughout the city thanks to the function transformation of some restored constructions, the construction of the memorial annexes and road planning.”

Example 1 is the translation of introducing the main building of Guangzhou Sun Yat-sen Memorial Hall. As can be seen from Example 1, when introducing the main building, the translator adopted the division method and the omission method to integrate the translation. The translator divided the whole sentence into two parts and translated them into “In the early 1930s, Sun Yat-sen Memorial Hall with the monument became a space coordinate in modern Guangzhou. As the developmental venation, the north-south axis is extended toward the south, forming a city axis full of strong atmosphere emanating from Sun Yat-sen Memorial Hall.”, which makes the translation more accurate and faithful. The "municipality (shizheng dangju)" in the second sentence is omitted. In addition, the sentence is changed into a passive sentence, which is more consistent with the English grammatical structure. By adopting flexible translation methods, the distance between the target language and the target readers can be reduced, the transmission efficiency of the original information can be improved, and the publicity function of red tourism resources can be achieved^[6]. In addition to the Chinese and English introduction text, there are pictures, music, three-dimensional graphics video display, and other multi-modal approaches.

3.2 Integration of Multimodal Narrative Discourse

Due to the differences between Chinese and Western languages and cultures, explaining and describing the corresponding red culture in detail is difficult. Moreover, due to different cultural backgrounds, foreign friends cannot imagine the corresponding red culture activity scenes or craft works through written descriptions^[7]. The text of red tourism culture belongs to text information. In order to attract tourists, we need to integrate the source text with a multi-modal narrative and use storytelling to assist various forms such as language, text, image, sound, and video.

Example 2

“The hall is built in memory of Sun Yat-sen, a great revolutionary and an outstanding leader of the Chinese nation, showcasing his achievements in life. It is a magnificent building with a blend of traditional Chinese and Western architectural styles, featuring a grand entrance, a spacious lobby, an exhibition hall, a library, a bronze

statue of Sun Yat-sen and a performance hall. It is an important cultural center and an ideal venue for the promotion of culture and the arts.”

The translation in Example 2 is the basic introduction of Guangzhou Sun Yat-sun Memorial Hall. In addition to Chinese-English text, there are pictures and videos, fully embodying the characteristics of a multi-modal propaganda narrative. At the same time, the publicity portal of Guangzhou Zhongshan Memorial Hall is configured with multi-modal presentation modes such as text, pictures, video and sound effects. On the basis of translation, the translator reorganized the text narrative, image narrative and hypertext narrative, so as to tell the Guangdong red story better, including the story of the Party, the story of the revolution, the story of the base area, the story of heroes and martyrs.

3.3 Reorganization of Multi-modal Narrative Symbol

Words, sounds, images, and colors belong to the symbol system. Multi-modality is used to display some information that cannot be conveyed by the text, transform the image and audio of the source language into the context of the target language, and carry out modal recombination according to the context, which is conducive to the generation of the meaning of the target language^[8]. Through the use of image, sound, text, color, and other multi-modal means, it aims to convey the context and meaning of the source text, tell the story of Guangdong red culture well, and construct a more real and comprehensive image of Guangdong red tourism culture.

At the gate of Zhongshan Memorial Hall in Guangzhou, a tour sign is placed to reflect the reorganization of multi-modal symbols, including text, pictures, maps, and other symbols. The narratives are presented in multilingual ways, including in Chinese, English, and Korean. On the right of the descriptive text is a picture of Guangzhou Sun Yat-sen Memorial Hall, and under it is a nearby tourist mapping, which belongs to the image narrative, fully reflecting the multimodal language landscape of text narrative and image narrative. Popular tourist narratives continue to make recourse to images taken from the air^[9]. The relationship between pictures and text is the most important set of relationships in the multi-modal coordination and complementarity mechanism^[10], and multimodal narrative approaches appeal to tourists strongly. The integration of multi-modal narrative symbols can also combine multiple media forms, such as artistic performances, drama, nature, and human scenes, to vividly show the cultural image, while making the culture more attractive, exerting greater attraction and influence for visitors, and improving visual enjoyment.

4 Multi-modal External Publicity Strategies of Guangdong Red Tourism Culture

Multimodal communication includes multimodal discourse, that is, various symbols such as text, image, music, expression, gesture and posture. It also includes multi-modal forms, such as posters, video multimedia, corpus, we-media public accounts and other media^[11]. The multi-modal communication strategy of Guangdong red

tourism culture can be adopted in a variety of ways to convey its communication effects more effectively.

4.1 Multi-modal Online and Offline Integration

There are text, images (film and television, filming documentaries, short videos, making animations or cartoons, etc.), audio-visual (songs, documentaries, short videos, making animations or cartoons), especially video propaganda, which can be applied to show the history, tradition and spirit of Guangdong red tourism culture in a vivid way. Documentaries, microfilms, short videos and other forms can be combined with elements such as music, video and text to attract the audience's attention and enhance the communication effect. Through the ways of multi-modal narration, it shows the real, three-dimensional and comprehensive Guangdong red tourism culture to the world. Besides, cartoon pictures and videos can be made to attract children to visit the red scenic spots and inherit the red gene better. Through multimedia integration of narrative viewing forms, the characters in history are changed from virtual into reality, arousing people's great sense of resonance and participation.

4.2 Application of New Media Scenes

The rise of "Internet + tourism" has brought new ideas to the tourism products of red scenic spots, and museums and memorials around the world have begun to pay attention to the introduction of new technologies such as Internet, VR, and holography to present historical events and scenes more intuitively and vividly with the help of technology^[12]. These approaches include the construction of bilingual and multilingual websites, social media, filming documentaries, short videos, and other publicity methods to tell the Guangdong Red stories in a comprehensive, truthful, and three-dimensional way so that tourists can better understand the characteristics of Guangdong red tourism culture, enhance the communication power of traditional culture, thus enhancing the influence of cultural stories, and tourists have a deeper understanding of the characteristics of Guangdong red tourism culture so as to enhance the dissemination of red culture.

4.3 Building Platforms and Experience Museums

In order to spread Guangdong red tourism culture better, online and offline red culture publicity information interaction and cultural experience platform and experience museum can be built. Beyond its economic benefits, cultural tourism can revitalize local cultures and traditions, instil pride in residents for those traditions, and provide visitors with a more engaging experience^[13]. Cultural performance is a vivid way of communication, which can show the connotations and characteristics of Guangdong red culture through dance, music, drama and other forms. Art and performance can take mass dance, dance drama, drama, musical, red songs and other ways to show the important historical events and heroes in Guangdong red culture, combined with dance movements and musical rhythm, convey the red spirit and revolutionary emo-

tions, can make the stories of Guangdong red culture better accepted and loved by people, enhance the visibility and brand value of Guangdong red culture. In addition, filming documentaries is an effective way of publicity. As a form of image communication, the record sheet has become an important carrier to tell Chinese stories well with its function of "connecting the previous with the next". By building a variety of publicity platforms and experience museums, we can tell the story of Guangdong red tourism culture better.

5 Conclusions

Guangdong Red Tourism culture is one of the important parts in China's cultural treasure house, which has important historical value and cultural value. In view of the existing translation and communication problems, we can adopt translation strategies of multi-modal discourse narrative integration and multi-modal symbol narrative re-organization, and the multi-modal communication strategies of multi-modal online and offline integration, the application of new media scenes, the construction of platforms and experience museums, to strengthen the publicity and promotion of Guangdong red culture, so that more people understand Guangdong red tourism culture and can pass down the valuable cultural heritage from generation to generation. By taking the translation and communication strategies, it will contribute to telling Guangdong red stories well and promoting Guangdong Red Tourism culture to go abroad.

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