



Translation Strategies for External Publicity in the Post-Epidemic Era and Frequent Geopolitical Conflicts

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ABSTRACT

COVID-19 has become a major issue that global governance needs to face. In the face of such a public issue, international publicity work is particularly important. Different countries often adopt different epidemic prevention methods according to different national conditions, which provides a target for international public opinion. Because of different epidemic prevention methods in China, the West sometimes has a kind of wrong market for malicious guidance of public opinion in China. The adjustment of foreign appropriate translation strategies is becoming more and more important in the international public opinion in the post epidemic era. Appropriate translation strategies can provide strong support for China's post epidemic international discourse.

KEYWORDS: *post-epidemic era, translation strategy, diplomacy*

THE PURPOSE AND PERTINENCE OF PUBLICITY TRANSLATION

The purpose and pertinence of publicity translation are different from general translation in that publicity translation has a strong political, technical and cultural nature. Especially under the background of frequent epidemic and geographical conflicts, publicity translation takes political priority, takes national interests as the basic principle, and translation should be cautious. When the translated text involves the principles and ideas of China's policies and regulations, the translator needs to understand the policy intention, which is internally related to China's political, cultural, economic and military security. Foreign relations are related to regional security and stability, especially under the current Ukrainian crisis, the translation of China's political position should be sensitive enough. The skill of publicity translation is reflected in the performance of the literature content, which should reflect both authenticity and skill, that is, it is necessary to objectively translate the excellent domestic political, cultural and economic conditions to the readers, so that the readers can understand the current situation of China, and ensure the equivalent transmission of semantic context in the process of translation through translation skills, with appropriate expansion of extension and connotation. A major problem to be solved in publicity translation is the cross-cultural publicity obstacle. Although publicity and foreign-related institutions cannot represent the whole of China, the spirit,

quality and values displayed in the process of publicity are naturally the image of china and Chinese people in the eyes of foreign audiences. "National image" refers to the projection of the objective state of a country in public opinion, that is, the comprehensive reflection of the public's impression, view, attitude and evaluation of a country (Zhang Guizhen, 2006). The international image of a country reflects its comprehensive outlook of politics, economy, material, spirit, nation and society, and has a direct impact on the emotions of the world public (Research Office of the International Communication Office of the CPC Central Committee, 1998). Therefore, in the process of publicity translation, there may be negative misunderstandings due to cultural differences, we can choose carefully and try to supplement it through the sub-text theory.

STRATEGY OF PUBLICITY TRANSLATION

The translation of epidemic related texts involves a variety of contents, including news reports, special reports, policy announcements, literary novels and scientific research reports. However, these need to be conveyed to readers through translation to foreign readers. The fundamental purpose of this translation is to clearly express China's accurate research and judgment of epidemic situation, scientific layout and the concept of people first, so that people all over the world can objectively and clearly understand the original intention and background of China's corresponding



policies. This requires that the author not only use literal translation to translate objectively and impartially, but also supplement the background through annotation and other means to maintain the original flavor of the original text, but also carry out emotional and modified translation with the readers' familiar culture and language habits. In the translation of anti epidemic texts, there may be some new words in Chinese local context, such as dynamic prevention and control, close screening, red code, medium and high-risk areas and other new words, expressions and references. If we follow the usual method of English literal translation, it is likely to increase the reading disability and can not completely maintain the original context. It is necessary to make good use of the text theory, add the corresponding cultural background introduction and connotation in the corresponding module, and avoid losing some implied meanings under the epidemic culture. When translating Chinese anti-epidemic literature, we should clarify China's characteristics, make a scientific and reasonable positioning, and accurately grasp the translation positioning in advance in order to get twice the result with half the effort in foreign publicity. Zeng Jianhui, former director of the Information Office of the State Council, once said, "to sum up, the shaping of China's national image are: reform, opening up, development, stability, unity, progress, peace and friendship." (Liang Yan, 2009) (Zeng Jianhui, 2005). in fact, these guidelines and positioning provide a good anchor for where the bottom line of China's foreign publicity translation is and where the content direction of the information to be conveyed is. We should firmly grasp this positioning in the process of literature translation involving epidemic situation, and the fundamental goal is to let foreign readers understand the historical longitude and latitude behind China's epidemic prevention and control.

THE PUBLICITY TRANSLATION STRATEGY OF POLITICAL CULTURE AND DIPLOMATIC TEXT

China's translation of major policies related to foreign political texts is often cautious. Such texts mainly include government work reports, white papers, speeches by Party and state leaders and other versions with strong political meaning. The translation of these versions involves the interpretation of China's political discourse. In the ruling concept, foreign policy and other important political thoughts of the party, the translation is not only a translation problem, but also a political problem. It inherently requires the translator to have political sensitivity, be professional in diplomacy and have concise and authoritative translation. These translations often have many four character structures and rich connotations. In the process of translation, they should be more rigorous. Literal translation should be used as much as possible. Syntactic sentence patterns should be strictly close to the original meaning. They should not be deleted or

adapted without authorization. Personal understanding and views should not be added. They should be faithful to the original text. In particular, expressions involving diplomatic positions should be interpreted with diplomatic terms. However, when we interpret and interpret policies, we can adopt the methods that are easier to understand in the west. The interpretation of China's policies and guidelines under the epidemic situation should be faithful to the original intention, not for over interpretation, but the background should be explained.

THE PUBLICITY TRANSLATION STRATEGY INVOLVING CHINESE TRADITIONAL CULTURE

The publicity translation involving Chinese traditional culture and the emphasis on cultural publicity make the publicity begin to realize that China's 5000 year old traditional culture can play a great role in publicity and give full play to the strategy of China's long history (Liang Yan, 2009). The image of China established under the guidance of this strategy can systematically get rid of the stereotype of China in the west and obtain more cultural identity and national identity in the international community. When it comes to foreign official translation of Chinese traditional culture, we should choose excellent Chinese classics, including traditional literary works, such as four famous works, literary prose, ancient prose that can express the positive spiritual core, various forms of poetry and long-standing proverbs and stories. The translation in these texts should not only involve the translation of text meaning, but also be fully translated from the perspective of conforming to the characteristics and spirit of the times. These translations should contain the excellent spiritual quality of the Chinese nation. Especially in the epidemic situation, more cultural classics expressing the thought of "people-oriented" should be translated to endow ancient classics with New Era Connotation and value. The fundamental purpose is to let readers agree with the Chinese outlook on life, world outlook and values, so as to understand the epidemic prevention measures taken in China.

THE TRANSLATION STRATEGY OF PHILOSOPHICAL AND SOCIAL SCIENCE TEXT

As for the translation of philosophical and social science text, China's philosophy system involves the interpretation of China's socialist core values, and has a high summary and conciseness of the socialist philosophy with Chinese characteristics. The main purpose of the translation of texts involving philosophy is to break the stigma of foreign countries on China, and timely translate the works and fruitful achievements of the development of Philosophy in the new era to foreign countries at a higher spiritual level. Show the world some new concepts and expressions of the development of China's philosophy and social sciences through some influential media at different levels, make a Chinese voice and highlight China's unique philosophy. We strongly advocate promoting exchanges and mutual

understanding on a larger scale and at a higher level between China and foreign countries at the height of philosophical concepts. The main purpose of this kind of text translation is to provide readers with reliable and rich philosophical connotation. Therefore, in the process of translation, it should be handled flexibly on the basis of literal translation strategy (Li Qiong, 2015).

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