Improve Cultural Soft Power in the Chinese-English Translation of Literature Works

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Abstract. China's contemporary translation works are an important part of Chinese culture output, for building positive open image of contemporary China, which holds great significance to improve Chinese cultural soft power. Therefore, this paper presents how to carry out translation in contemporary Chinese literature works and translation content selection, the translators’ training, and the choice of translation strategies. We first are to choose those which can reflect the universal values and China's outstanding thoughts, which is the basic condition of cultural soft power. Second, we should pay attention to cultivate excellent Chinese translators, who adopt flexible and changeable translation strategies and methods. Only cultural resources produce influence, accepted by overseas readers, through effective ways, can the positive and profound impact be achieved to improve our nation’s culture soft power.

Introduction (Heading 1)

In today's complex and changeable international situation, strength of a country not only reflects on the political, economic, and military strength, but also on the cultural development in attraction and influence. To some extent, the competition between countries is also a kind of competition of soft power. To improve its status in the world, and strive for more word right, a country has to develop its own cultural soft power.

Cultural Soft Power

At present, our country vigorously implements the strategy of "going out" of Chinese culture, hoping the absorption, attraction and influence of Chinese culture will expand. By means of external promotion of China's excellent cultural products, in the future, Chinese literature will be spread abroad, promoting the foreign readers’ further understanding of Chinese culture, also helping improve the influence of Chinese culture in the world (Xiao-lin Wang 2015)[1]. China's contemporary translation work is an important part of Chinese culture output, for building positive open image of contemporary China, which holds great significance to improve Chinese cultural soft power.

Therefore, based on the cultural soft power, which as the breakthrough point, this paper presents how to carry out translation in contemporary Chinese literature works and translation content selection, the translators’ training, and the choice of translation strategies. It also explores how to translate Chinese contemporary literature; who would translate it; how to get overseas readers’ recognition and acceptance, to enlarge the attraction and influence of China's cultural soft power.

"Cultural soft power" is a derivation of the concept of "soft power", which is the extension of the connotation of the soft power defined by the domestic academic circles. Cultural soft power is based on culture. Jing Liu(2011)[2] argues that the key point of cultural soft power is force, "culture" is a resource, "force" is the resource of energy outside the performance. The cultural soft power is a kind of culture influence, as the policy tool, it is hidden within the appealing of the work, which is enough internal energy to attract others because of the great charm. Therefore, the cultural soft power relies on natural tempt rather than mandatory bullying or bribes, which also relies mainly on culture...
attraction and spiritual inspiration to build the spirit pillar of a country. The intensity of a nation's cultural soft strength, depending on the country's culture and the external communication ability. If the country's culture transcends national boundaries system, and the ability to get the affirmation and acceptance of the other countries and the international community, the culture will make other people produce psychological desire and rational recognition, which is bound to produce certain influence and attraction.

**Cultural Soft Power and Chinese Contemporary Literature Translation**

As Long-wen Wang[3] (2012) says, "only when a culture is widely spreading, soft power will be more and more powerful", because the soft power comes from its diffusion. If you want to improve a country's cultural soft power, you must make the country's culture spread widely worldwide. Translation as an important way of cultural transmission, apparently the important means of force, and if hoping to move towards the world, China needs to develop her contemporary culture.

Since the works of contemporary literature are the important carrier of Chinese contemporary culture, if they could be translated to get overseas readers' recognition and acceptance, there is no doubt to expand the attraction and influence of China, and the process is through the translation of cultural information to promote the process of China's cultural soft power. Chinese traditional culture has been appealing, at present, there are hundreds of Confucius institutes set up to spread Chinese language and culture all over the world.

However, the influence of the modern and contemporary Chinese literature abroad is limited, with the translation quality should be improved. According to a questionnaire survey in the United States by Jin Zhang[4](2012) of the Confucius institute in the United States, the introduced Chinese literary works are with less quantity and low quality. The fear is that contemporary Chinese literary works are especially less.

All suggests that Chinese literature, as the culture core carrier, did not produce influence of China's international status, which has become the main bottle-neck of the ascending of China's soft power. So, in the process of translation in Chinese contemporary literature, how to attain high quality translation, making our cultural resources show a strong appeal and permeability to improve our country's cultural soft power? From translation content, the translator training and translation strategies, three aspects are discussed respectively.

**Selection**

Chinese contemporary literature genres with the diversity are rich in content, across different peoples, races, ages, geographic areas, reflect the historical change of Chinese society and mental outlook, providing rich available resources for the translation. In choosing translation content, we can give preference to two kinds of foreign translation works: one is to reflect the general value in the world. The second is to reflect the excellent culture of Chinese people.

When a country's culture includes universal values, it can made a combined appeal and sense of responsibility. The relationship between the possibility of the peoples’ wish will be enhanced. Though there are the differences of the cultural concept between China and the western, there are always some value and feelings shared by people in different nationalities and countries, such as democracy, freedom, love, harmony, tolerance and compassion, which are universal values. A lot of contemporary Chinese literary works reflect human universal values, therefore, we can give priority to them, because such works are easier for the foreign readers’ resignation, easier to get approval and acceptance. Some successful translation works of the Chinese contemporary literature obtained the affirmation, because they reflected the universal value. For example, in the international market "Wolf totem" is a success, reflecting the eternal theme of the human culture, nature, conflicts between traditional culture and modern sterilizer. This topic makes the novels beyond nationality, ages and geographical characteristics, surpassing the nationality, age and geography, which is the key to the wide endorsing of the work abroad, according to research, the books in English version have amounted to thousands of copies.
Chinese excellent culture also has good performance through various ways. In the contemporary literature, through the vivid portrayal, different writers reproduce the variety of characters, reproducing the rich and colorful Chinese life and details. It also contains the excellent culture of the China. For instance, Yan Mo, An-yi Wang, the contemporary writers, advancing with times, reflected the rich colorful Chinese culture, and these works abroad in the process of translation, are also popular among overseas readers, with substantial sales. By choosing to reflect the Chinese people's life, the contemporary literary works of the excellent culture can show diversified content, expanding the scope of the reader's choice, also can attract more readers, and enlarge the influence of Chinese literature in the world, so as to enhance China's cultural soft strength.

The training of the translators

For a long time, the development of Chinese contemporary literature translation work is not formed systematically. Translators in the work of translation of contemporary Chinese literature are mainly composed of two parts: the translators in China and overseas translators (including overseas Chinese scholars). The former are familiar with the source of language and culture, but insufficient in command of the target language and culture. The latter with perfect Language use and mastery of overseas readers’ preferences, etc, have the incomparable advantage. Because of the lack of the understandings of specific national conditions and customs in China, in the process of translation, they also can produce obvious misreading and mistranslation. Therefore, in translation of Chinese contemporary literature, the most urgent problem to be solved is to cultivate a group of qualified and outstanding Chinese translators. Although the overseas translators in the translation of Chinese contemporary literature can play an important role in the process, but in the long run, we should cultivate our own translators. Shi-feng Wu[5] (2016), for example, points out that the translators should, first of all, to have in-depth understanding and research on the translation work. Translators should be familiar with the target language and culture. They must have aesthetic accomplishment of the language. Therefore, the Chinese translators not only need to master two languages, but also should be proficient in the culture and ideology reflected in the original. Not only do they need to correctly understand the original, but also they are able to reproduce the original essence, so thoughts and contents of China's outstanding works can be accurately passed.

Therefore, what kind of training way should we adopt? We focus on the two aspects, translation teaching and translation practice. Translation teaching is the basic way of Chinese translators cultivation. From 2006, our country respectively set up translation professions of bachelor’s and master’s degree, which started the road of our country's professional translator’s training. Through translation systematic teaching, students can master the two languages and relevant documents better and the basic translation skills and methods, in turn, which lays a good foundation for the translation practice. But in the process of translation teaching, tightly around the strategic overall situation of culture, to go out from our country, according to the world’s demand for Chinese culture, we should scientifically design the translation course, write high quality translation textbooks, apply new translation teaching methods and means, so as to cultivate qualified and even better Chinese-English translators.

Translation practice is an effective way of training of the Chinese translators. In practice, the translators can not only test their translation abilities, but improve their translation level through reflection and modification. Only through the translation practice, can translators find their own problems, find the strengths, and at the same time make the adjustment of the translation theory and translation method, through the reaction timely and the summaries after the publishing, to find a more stable, and more effective translation of Chinese contemporary literature (Wen-ying Zhang and Feng-min Li, 2012)[6].

The choice of translation strategies

In addition, the problems "what should be translated", "who will be the translators", "how to translate" are critical in the process to promote Chinese contemporary literature translation. The domestic scholars can be divided into two kinds, straight and alienate. Alienation sends Chinese
cultures to present series of cultural differences, with good translation methods highlighted by each article to show radial force, cohesive force and affinity. Naturalization calls that English translation of Chinese literature should attach great importance to the orientation of English common readers and aesthetic issues.

We reckoned that the contemporary literature translation need not be constrained to choose the translation strategies, but should achieve mastery through a comprehensive, flexible processing. Translators need, according to the readers’ reception ability, to strike a balance between alienation and naturalization and integration in the conversation and the control of integration. In particular, we can take in two stages.

As for the translation strategies. In the early stages of the translation, in order to make the translation more close to the readers, the translator can take more translation strategy of domestication. The translator should have more attention to the readers’ response, trying hard to avoid Chinglish expressions, to show the expression in English habits to foreign readers, close to the foreign readers' reading habits. The original with cultural characteristics can be interpreted in translation methods to minimize cultural differences, which may lead to the misunderstanding. In the mature stage of the translation of Chinese contemporary, when overseas readers have a certain estimation, the translator can adopt alienation methods by the expression of rich national characteristics and oriental emotional appeal. Translators should pass Chinese national characteristics of the culture and spirit. That is to say, in the translation of the Chinese literature, we especially pay attention to the characteristics of Chinese culture, and reserve the original, which can deliver the Chinese culture more power and influence.

To sum up, in specific translation process, we should not only reproduce the body of the Chinese culture and art, and language level, also make them genuine, which has great readability. On the premise of respecting cultural differences, the translators can base on the readers’ actual need, not be constrained by a particular choice, but aim to choose different translation strategies and methods, in order to make the translation approval and acceptable as much as possible.

**Conclusion**

As cultural soft power is an important content of a country's comprehensive strength, promoting culture soft power is an important task of modernization construction in China, which is the national strategic work. Promoting national cultural soft power is not just a sense of culture, packaging and promotion strategy, but of strategic development of cultures. Culture spreading has to find the corresponding media forms which can be truly achieved, because pure culture idea cannot be directly turned into the soft culture power.

Since contemporary Chinese literature is an important part of China's cultural resources, successful spreading is to show and promote cultural soft power of our country, which is a strategy. In the process of the translation of Chinese contemporary literature works, we first are to choose those which can reflect the universal values and China's outstanding thoughts, which is the basic condition of cultural soft power. Second, we should pay attention to cultivate excellent Chinese translators, adopt flexible and changeable translation strategies and methods, which is an effective way to promote cultural soft power. Only cultural resources produce influence, accepted by overseas readers, through effective ways, can the positive and profound impact be achieved to improve our nation's culture soft power.

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