A Study on Translation and Communication Strategies of “Guan School” for Shaanxi Universities in the Context of “The Belt and Road”

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Abstract. This paper points out that the essence of making Chinese culture go out through translation is intercultural communication, and only by following the rules of communication can the expected goals be achieved. On the basis of Lasswell’s 5W communication model, this paper proposes a 5W translation model of Chinese culture. Based on the theory of translation and introduction, this paper takes the external translation of “Guan School’s” works as an example to discuss the effective translation and communication model of Chinese culture “going out”, so as to realize its dissemination in the target language culture, especially the strong western culture.

Introduction

The “Guan School”, as an important inheritance and development of Confucianism, has made a great contribution to the theory of thinking on the academic thought of the Chinese nation, is indispensable constituent to the history of the Chinese traditional culture, which has formed its own distinctive features in the academic spirit. The essence of which is to try one’s best to serve for the country and the country’s people and to pursue the morality and reality always has a significant positive impact on people of Guan Zhong in the northwest. At present, it is a critical period to enhance the cultural soft power of Shaanxi, a key place in northwest China, and make Shaanxi a strong province in the west of China. Especially under the background of “One Belt And One Road”, Shaanxi plays the role of the starting point of “Silk Road”. How to make “Guan School” go abroad has extremely important practical significance and important value.

Chinese culture “going out” is a national strategy, and translation is an important means of spreading Chinese culture to the outside world. Chinese-foreign translation is “one of the ways to explain to the world that China has realized the convergence and integration of Chinese culture and world culture, and has completed the great mission of Chinese culture ‘going out’”. Since the 18th CPC national congress, the CPC central committee has attached great importance to carrying forward China’s fine traditional culture. We show the world the excellent traditional culture of the Chinese nation through the translation to so as to enhance the soft power of Chinese culture.

To spread Chinese culture through translation is not a simple text conversion but a cultural translation. Translation is the foundation, and communication is the key. Translation is just the beginning of communication. Before it, there is the problem of what to choose to translate, and after it, there is the problem of “communication, influence, acceptance, communication and so on”. What should be examined in communication is whether the translated text conforms to the language norms of the target language country, and whether the translated content conforms to the mainstream ideology and poetics of the target language. In particular, whether all links of the transmission of the translation follow the communication rules, and communication is often the key to successful translation and introduction. Communication science believes that as long as there is a flow of information, there will be communication. From the perspective of communication, translation is a special communication activity, and the essence of translation is communication. The relationship between communication and translation effect is very close both from the perspective of translation and introduction or communication. From the perspective of
communication, the “going out” of Chinese culture belongs to cross-cultural communication. Only when we respect the rules of communication in the external communication of Chinese culture, can we truly let the Chinese culture “going out”. Otherwise, it will be impenetrable.

Under the background of “The Belt and Road”, the most important thing for “going out” of Chinese culture is the communication effect, that is, the real “going out”, and the communication effect has always been the core of communication studies. Communication can provide important guidance for Chinese culture to truly “going out”. Harold Lasswell put forward the famous 5W communication mode, which not only established the basic research framework for communication but also had an important guiding significance for the realization of effective communication.

It is of great significance to investigate the translation and introduction process of “Guan School” and the factors affecting its transmission from the perspective of Lasswell’s 5W mode of communication, and summarize the successful experience of its translation and introduction, so as to find an effective translation and introduction mode of Chinese culture “going out” and provide effective theoretical guidance for Chinese culture “going out”.

The Translation and Introduction Model of Chinese Culture “Going Out” From the Perspective of Communication

Traditional Chinese cultural translation studies tend to focus on the translation itself, focusing on the translation strategies and methods and the faithfulness of the translation, and rarely discuss the effect of translation. Although the “going out” of Chinese culture has been significantly improved in quantity, the effect of "going out" is not ideal. Researchers should broaden their research horizons, consider other factors besides translation factors, and search for more explanatory answers in a broader disciplinary space. Translation and introduction include two parts: translation and communication. Traditional studies tend to attach importance to translation and neglect communication, which may be an important reason for the unsatisfactory effect of translation practice. At present, the theoretical study of “going out” of Chinese culture lags behind, and it is difficult to effectively guide the practical activities of “going out” of Chinese culture. It is urgent to study systematically the “going out” theory of Chinese culture. Communication studies believes that any information exchange and flow is communication, so the translation of Chinese culture is undoubtedly a communication activity. Translation and introduction studies believe that the key factor for the success of translation and introduction is communication. From the perspective of communication and translation and introduction, there is a close relationship between translation effect and communication. Communication may provide valuable reference answers for how to realize the “going out” of Chinese culture.

Harold Laswell, a famous American political scientist who is a pioneer of communication, put forward the famous 5W communication model in his article “The Structure and Function of Social Communication”, that is, who, says what, in which channel, to whom and with what effects. These five elements not only show the important characteristics of the communication process, but also define the basic contents of communication research, namely the research on the subject of communication, the research on the content of communication, the research on the media, the research on the audience of communication and the research on the effect of communication. Laswell’s 5W mode of communication is a classic of communication science, which plays an important role in guiding effective communication and has a far-reaching influence. The translation model of “going out” of Chinese culture can be used for reference to establish a new translation model of “going out” of Chinese culture, namely the 5W translation model.

The 5w translation and introduction model consists of five elements, namely, the subject of translation and communication, the content of translation and communication, the medium of translation and communication, the audience of translation and the effect of translation and communication. Traditional translation studies tend to focus on one aspect of translation, and the theory of translation is fragmented. The 5W model involves five core elements of the process of translation communication, which are interrelated and restricted with each other and have the characteristics of integrity and dynamics. Translation practice without theoretical guidance is blind,
and the translation theory with communication as the framework will be more practical. The 5W model of translation comes from the classical theory of communication that has withstood the test of history. The application of the 5W translation model and the study of historical translation activities from the perspective of communication can help us gain beneficial enlightenment to promote the effective “going out” of Chinese culture.

The External Translation of “Guan School” from the Perspective of the 5W Translation Model

“Guan School” going out refers to the translation and dissemination of the classics of “Guan School”. The purpose of “going out” is to make “Guan School” get the attention of foreign scholars through translation and communication, so that the important “Guan School” of sinology gets the due attention of scholars studying Chinese traditional culture all over the world. The main objective of this study is to provide practical methods and strategies for researchers engaged in the translation and dissemination of “Guan School” classics, and to provide theoretical basis and Suggestions for the party committee and government to issue cultural support policies.

The 5W translation and introduction model is a dynamic coordination process in which the four elements of translation and communication subject, translation and communication content, translation and communication media and translation and communication audience coordinate to achieve the best translation and communication effect. These five elements are interrelated and mutually restricted. The 5W translation and introduction model not only involves translation, but also highlights communication, which can better reflect the essence of translation and communication activities and be closer to the real face of translation practice. Therefore, it is more systematic and can better reflect the real situation.

Based on the theory of communication and guided by the theory of translation and introduction, this paper makes an objective analysis and study of the internal and external contradictions in the translation and introduction of Chinese literature, and clarifies the essence of the dilemma in the translation and introduction of Chinese literature. This paper puts forward different views on the translation and introduction subject, translation and introduction content, translation and introduction approach, translation and introduction audience and translation and introduction effect model of Chinese literature “going out”. The views proposed for these five translation and introduction elements jointly constitute the translation and introduction model of Chinese literature “going out”. The specific contents are as follows:

3.1 The subject of translation and communication: China’s literary translation subject should take unofficial academic institutions as platforms and bridges, Chinese-foreign translation subject mode, namely the Sinologist or foreign scholars and Chinese scholars have complementary advantages, cooperation in translation, translation subject by western sinologists, by Chinese scholars experienced in Chinese literature translation into Chinese auxiliary guide and translation, the pattern of the two sides complement each other.

3.2 The content of translation and communication: The content of translation and communication mode of Chinese literature should be that the selected works should avoid direct conflict with the target language's ideological poetics, has the universality of world literature and the heterogeneity of Chinese literature, focus on modern and contemporary works based on ancient literature, and select domestication as the main translation strategy.

3.3 The way of translation and communication: The ways of “going out” of Chinese literature translation should be taken to strengthen the domestic and foreign publishers with a variety of forms of cooperation to strengthen the excellent literary works, film and television filming, and with foreign periodicals media publicity to use the international book fair international sales platform, the introduction of literary agent system, such as use of international academic platform to increase the financial support for overseas translators through various channels, such as translation approach model.

3.4 The audiences of translation and communication: Chinese literature “going out” should establish the audience-centered, professional readers and public readers alike. It should fit the
western audience’s expectation vision and aesthetic consciousness, conform to its psychological effect and the western language habits, and adopt the folk posture and other translated and introduced audience models.

3.5 The effects of translation and communication: Chinese literary translation and introduction should attach great importance to the translation and introduction effect, and scientifically formulate the translation and introduction subject, the translation and introduction content, the translation and introduction approach and the translation and introduction audience model, and follow the communication rules, so as to achieve the translation and introduction effect.

On the issues of the literary translation in the target language culture communication, Goethe summarized literature translation and formed into three stages of the target language culture, which let translation at the beginning of the target language culture cloak, absorb the source text thought to spread the ideas of its camouflage for target language progressive stages of the translation with the original identical the whole translation stage. The translation of Chinese literature to the west is still at the initial attempt of the first stage. The Chinese culture and literature in the world is in a weak position, which determines the “going out” of Chinese literature translation mode key consideration is translated into the selected language culture. Only in this way can we ensure China literature translation to the target language in the world of ordinary readers acceptability, and help Chinese literature in the target language countries gradually form a stable persistent field. In view of the “going out” of Chinese literature translation model conclusion is proposed with openness, along with the growing of Chinese culture “going out”. With the increasing of the international status of Chinese culture and literature and the deepening of studies of “going out” of the Chinese literature translation and communication, development of China's literary translation mode of “going out” will be constantly tested, adjusted, changed and improved in practice.

Summary

The essence of Chinese culture is intercultural communication. Only by following the rules of communication can good communication effects be achieved. The effectiveness of Lasswell’s 5W communication model as a classic communication theory has been proved. Based on this theory, this paper puts forward a 5W translation model and points out that this model can effectively guide Chinese culture to “going out” and improve the final communication effect. That is to say, successful translation cases are always based on the communication effect. The communication subject gives full play to its initiative, studies the interest and demand of the communication audience, makes adaptive adjustment to the communication content, and considers the choice of the communication media. The 5W translation and communication model is a five-in-one translation and communication model of five elements in the communication process.

The more factors are taken into account, the better the translation effect will be. Under the background that the overall effect of the “going out” of Chinese culture based on translation is not very ideal and the country is eager to seek the successful experience of the “going out” of Chinese culture, it is extremely urgent to explore an effective Chinese cultural translation and introduction model. The 5W translation and communication model, with a profound foundation in communication, is an alternative Chinese cultural translation and introduction model.

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References


