



Translation Strategies for Cultural Publicity from the Perspective of Skopos Theory: Taking Gannan Hakka Culture as an Example

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Abstract. As an important part of Chinese culture, Hakka culture in Gannan (the south of Jiangxi province), has a long history, unique folk customs and rich cultural heritage. In the context of globalization, cross-cultural communication is particularly important. To better spread the Hakka culture of Gannan in the international community, it is necessary to adopt effective translation strategies. Taking Hakka culture in Gannan as an example, this paper discusses the translation strategies of cultural external publicity under the guidance of Skopos theory, which holds that translation should follow the principle of purpose, that is, to achieve the intended function of the target text. By analyzing the characteristics of Hakka culture in Gannan and the cultural background of the target audience, this paper puts forward some targeted translation strategies: transliteration plus interpretation, direct translation plus interpretation and free translation to carry out case analysis from three perspectives of food culture, architectural culture and folk culture, and then combines the theory with specific examples of Hakka culture in southern Jiangxi. These strategies aim to achieve the intended purpose of external publicity translation, namely, to effectively promote cultural exchange and understanding. The study not only provides some theoretical guidance for the external publicity translation of Hakka culture in southern Jiangxi, but also provides some reference for the international communication of Chinese culture.

Keywords: Skopos Theory; Publicity Translation; Translation Strategy; Gannan Culture

1 Introduction

1.1 Research Background

The Gannan area is located in the southern part of Jiangxi Province, China, where is considered the cradle of Hakka culture. The Hakka people are among the most widely distributed and populous ethnic groups in Chinese history, mainly inhabit in some areas in Guangdong province, as well as some regions in Fujian province and the south of

Jiangxi province. The unique characteristics and rich connotations of these regions have provided the Hakka people with a spiritual treasure, which serves as their "spiritual nourishment". In recent years, significant progress has been made in cultural construction in the Gannan area, which has given rise to many cultural brands such as the "Gannan Eight Sons" and "Hakka Folk Songs", as well as cultural heritage sites like the "Hakka Square-walled Houses", which have gained widespread attention from the international community.

Although the economic and social development in the Gannan region have become faster, there is still much room for improvement in cultural construction. How to better promote the unique Hakka culture of the Gannan region and enable more people from abroad to understand and visit Gannan through cultural translation are important issues we are facing.

1.2 Research Purpose and Significance

The core purpose of this study is to explore the translation strategies for promoting Gannan Hakka culture from a functionalist perspective and provide theoretical guidance and practical references for the international dissemination of Hakka culture in China. Therefore, to promote Gannan Hakka culture, it is necessary to fully consider the functionalist viewpoint and develop translation strategies that best serve the purpose of translation.

First of all, it enriches and improves the theoretical translation system for cultural promotion in China. Translation for cultural promotion in China has always faced the challenge of accurately and effectively disseminating Chinese culture. The introduction of functionalism provides a new theoretical perspective for translation for cultural promotion in China, enriching and developing the existing translation theories.

Secondly, it helps enhance Gannan Hakka culture's international dissemination and influence. Gannan Hakka culture is an integral part of Chinese traditional culture, with a rich historical heritage and unique regional characteristics. By studying the translation strategies for promoting Gannan Hakka culture from a functionalist perspective, we can better promote Gannan Hakka culture to the world, enhance its international dissemination, and strengthen its global influence.

Finally, the research innovation is to explore heralded translation strategy from the teleological perspective, apply the three principles of teleology to translation strategy, such as transliteration, free translation, interpretation of several translation strategies of flexible use, making the Hakka culture be more apparent to understand, which effectively prevents the risk of mistranslation.

2 Literature Review and Theoretical Basis

2.1 Researches on Skopos Theory

The Skopos theory breaks through the shackles of traditional translation research, puts translation activities in the context of cross-cultural communication, and emphasizes the practicality and purpose of translation.

2.1.1 The Development of Skopos Theory.

In her 1971 classic *Translation Criticism-Potentials and Limitations*, Katharina Reiss cleverly proposed a new framework for translation criticism, which considers "the particular goal pursued through the act of translation" as a criterion of sexuality. Ms. Reiss challenged the prevailing golden rule of absolute equivalence, emphasizing that translators should prioritize the function and purpose of the target text and allow for some variation in the source text (Reiss, 2014). [1] Inspired by this, Hans introduced Skopos theory in his later work, *The General Theoretical Framework of Translation*. This theory not only expounds on the basic principles and rules of translation activities but also regards translation as an essential part of cross-cultural communication.

The contributions of Reiss (2014) and Vermeer (2014) provided a new perspective for translation studies, and profoundly influenced the development direction of translation practice.

The Skopos theory is now widely applied and researched worldwide, across multiple domains. It emphasizes that translators should determine translation strategies based on the function of the target text and introduces the principle of loyalty. In 1997, Nord's book had a significant impact on Chinese scholars, who have studied it deeply and achieved remarkable results as well. Chen Xiaowei (2000) systematically sorted out the Skopos theory and put forward his unique views and limitations. He was also the first to combine functionalist methods with translation studies.

Under the guidance of Skopos theory, the purpose of translating Chinese Hakka culture is to comprehensively introduce local and national culture to foreign readers and let western readers have a deep understanding of Chinese culture rather than to promote the interaction between local translators and readers. Therefore, from the perspective of popular science theory, it is necessary to demonstrate that Chinese Hakka culture translation should adhere to systematization and use appropriate translation strategies.

2.1.2 Three Rules of Skopos Theory.

In the field of translation, the three principles guide the direction of translation as a compass. This philosophy is convinced that every text has a stated purpose and that translation should be centered around this core purpose. The three principles of Skopos theory are the rule of purpose, the rule of adaptation, and the rule of loyalty, which together support the rationality and Effectiveness of translation (Nord, 2018). [2]

The purpose rule is at the top of the three principles, emphasizing that translation should be performed to meet the needs of the preset scene and the intended group of people. This requires the translator to have an insight into the purpose of communication, understand the beauty of the context, and be familiar with the cultural background of the target readers.

As the second principle of Skopos theory, the principle of coherence, must conform to the standard of intralingual coherence. The translation is readable and acceptable, and can enable the recipient to understand and have meaning in the context of translation culture and the communicative context of translation.

The loyalty rule, the third principle, requires the translator to do his best to preserve the original text and style in the translation process. Translators should be faithful to the original text while respecting cultural differences.

To sum up, the three principles of Skopos theory are like a palette in the hands of translators. By considering the purpose of communication, adapting to the needs of target readers, and sticking to the original text faithfully, translators can skillfully achieve the goal of translation and translation shine.

2.2 Researches on Publicity Translation

External publicity translation, as the name implies, refers to translating various domestic publicity materials, documents, books, news, and other activities into foreign languages to influence the international stage significantly. External publicity translation involves many areas, including politics, economy, science and technology, culture, education, and other fields. With insight into the essence of communication, Mr. Huang Youyi (2004) first made an in-depth analysis of propaganda and translation, emphasizing that in international communication, the key lies in how to skillfully transform Chinese into a proper foreign language and actively convey the voice of China to the world through various media. As Huang Youyi(2004) pointed out, translation has shown its unique position in this process, becoming a link between China and the world. Through accurate and vivid foreign language expression, China's story has been able to cross the language barrier and present itself properly on the international stage.

In the face of differences in cultural values and expressions, translators must find the right balance point so that the translation is faithful to the original text and can be accepted and understood by the readers of the target language.

2.3 Researches on the Publicity Translation of Gannan Hakka Culture

After the 1980s, scholars have conducted in-depth discussions on Hakka culture from various perspectives, attempting to reveal its connotations and characteristics. The research achievements during this period are abundant, helping people to understand Hakka culture better and providing theoretical support for the inheritance and development of Hakka culture.

Experts have also delved into Hakka culture from various angles, including dialects, literature, folklore, and characteristics, revealing its essence and traits. Under new historical conditions, Hakka cultural studies need to continuously broaden their research areas, focusing on issues such as cultural inheritance and innovation and the protection of cultural heritage to provide theoretical support for the inheritance and development of Hakka culture. At the same time, cultural studies also need to enhance interdisciplinary and cross-regional cooperation, aiming to achieve more extensive results in a broader field.

3 Translation Strategies of Gannan Hakka Culture

3.1 Target Audience

The target audience of Gannan Hakka culture mainly includes the following aspects:

Hakka ethnic group: As a tradition of Hakka culture, protecting and inheriting Gannan Hakka culture seeks to awaken the Hakka people's cultural identity and sense of belonging, enabling them to find their own cultural roots in inheritance and enhance ethnic cohesion.

The residents of the Gannan region: The Gannan area is an essential birthplace of Hakka culture; the local residents are the inheritors and enjoyers. Promoting Gannan Hakka culture can help residents better understand and love their hometown culture, enhance their pride in regional culture, and stimulate their awareness of the protection and inheritance of traditional culture.

Tourists and researchers nationwide and even globally: Gannan Hakka culture, as a unique regional culture, has high cultural and academic research value. Promoting Gannan Hakka culture can attract tourists and researchers to visit, investigate, and study, further enhancing the visibility and influence of the Gannan region and driving the development of local tourism and related industries. This requires correct translation strategies and methods to interpret relevant cultural content.

3.2 Researches on the Publicity Translation of Gannan Hakka Culture

3.2.1 Factors Affecting the Translation of Gannan Hakka Culture.

With the deepening of global cultural exchanges, the translation and dissemination of Hakka culture has gradually become the focus of attention. However, translators need help with translating the Hakka culture. The following are the main factors of Hakka culture translation to provide a valuable reference for the future translation of Hakka culture.

Translation Methods: As an essential medium for crossing cultural boundaries, public relations translation plays a crucial role like a bridge. Public relations translators, as cultural exchange envoys, shoulder the heavy responsibility of accurately conveying information to the target language audience. The strategies translators employ in their translation work are the core factors determining their effectiveness.

The strategy of literal translation is to translate directly according to the literal meaning. This strategy is simple and convenient, allowing for quick analysis of the translated text, and is suitable for content with less cultural connotations. However, using this method to translate content with profound connotations may make it difficult for people to understand or not deep enough to understand. For example, some tourist translations translate "Xingguo Shan Ge" as "Xingguo Hill Songs."

The strategy of free translation is to translate based on its cultural connotations, understanding its inherent meaning. For example, in the practice of Hakka culture, it is necessary first to understand the cultural background, historical connotations, material objects, and usage and then generate the most fitting translation content. For example,

"KeJia WeiWu" is translated as "walled house" because the walled house is round and is used for living.

Finally, foreignization and domestication were proposed by the famous American translation theorist Lawrence Venuti in 1995 in "The Translator's Invisibility." [3] According to Venuti, domestication is "bringing the original author into the language and culture of the translated text," while foreignization is "accepting the language and cultural differences of the foreign language text, bringing the reader into the foreign situation (Venuti L, 1995)." These two methods can only be firmly chosen when used and need clarification. For example, most Hakka dishes are translated using foreignization. To enable foreign tourists to understand the preparation of this dish to the fullest extent, it often adopts the material plus cooking method to highlight the characteristics of the dish, such as translating "Yu Baozi" as "Ball-shaped Taro." (Yin M & Zhizhong Z, 2024).

3.2.2 Gannan Hakka Culture Publicity Translation Strategy and Requirements.

3.3.2.1 Translation Strategies.

Direct Translation plus Explanation

The Hakka culture encompasses unique folk cultural characteristics. In order to help foreign tourists understand it as much as possible and promote it externally, a strategy combining direct translation based on the principle of faithfulness and explanatory notes can be adopted.

Example 1: Si Xing Wang Yue

Source Text: four stars towards the moon

Target Text: Four Stars Looking Around the Moon (Four Stars Looking Around the Moon usually chooses fresh fish meat cut into thin slices, four farm dishes first into the pot steamed, then spread the fish fillet, cover and steam through, pour thin gravy can be)

In the source text, a direct translation method is used, resembling a landscape, which is relatively abstract. In the target text, a strategy of direct translation along with explanatory notes is employed. "Si Xing" actually refers to four dishes from farm produce, with fish meat as the main ingredient. The four dishes are arranged around the fish meat, resembling stars surrounding the moon. Without explanatory notes, it is not easy to understand the concept. However, by combining direct translation with descriptive notes in its preparation, readability and communicability can be enhanced.

Transliteration plus Explanation

Gannan Hakka culture has its characteristics, including a distinctive culinary culture, dialects, and so on. [4] Adhering to the principle of making the other party aware of the cultural background, using transliteration with an explanation method not only preserves the unique characteristics of Hakka culture itself but also makes it easier for readers to understand the local culture.

Example 2: Tang Pi

Source Text: Tangpi

Target Text: Tangpi (Hakka Rice Crisps)

The main ingredient of "Tangpi" is rice. The rice paste is steamed at high temperatures to form "Pi". The transliteration from the source text is difficult to understand for non-locals. However, adding an explanation clarifies that it is a food made from rice as the main ingredient.

Example 3: Ai Mi Guo

Source Text: amigo

Target Text: amigo (steamed mugwort dumplings with pickles)

Amiguo is a kind of dumpling-like pasta made using cooked mugwort leaves and glutinous rice flour for the skin. It is filled with various fillings, mainly pickled vegetables. The direct translation form retains the advantages of the source language, coupled with the explanation to increase readability, making the image of "Ai Mi Guo" food more vivid.

Free Translation

The free translation method is not limited to the original text, translating in a way that is more suitable for readers. The unique ingredients in the Gannan Hakka cuisine culture, as well as architectural culture with its folk characteristics, can be reflected in the free translation method of its production methods.

Example 4: Gannan Xiao Chao Yu

Source Text: Gannan small fry fish

Target Text: Gannan stir-fried Fish with vinegar

Gannan stir-fried Fish is mainly cooked with vinegar. If translated literally, it only highlights the method of this dish without reflecting the ingredients. Through the technique of free translation, it can be easily understood that the most critical seasoning in this dish is vinegar.

3.3.2.2 Requirements for the Translation Strategy.

Firstly, the original features must be maintained, and cultural differences must be respected. During the translation process, it is essential to fully appreciate the uniqueness of the Gannan Hakka culture and preserve the original features. For characteristic vocabulary in the Gannan Hakka dialect, methods such as transliteration, paraphrasing, and adding explanations can allow readers to experience the unique charm of Gannan Hakka culture while understanding. At the same time, it's essential to fully understand and respect cultural differences to avoid cultural misunderstanding and conflict (Ou Yangyu, 2023).

Secondly, emphasize translation quality to enhance dissemination effectiveness. Improving the quality of translation for Gannan Hakka's cultural external publicity is crucial in strengthening its dissemination effectiveness. Translation professionals should continuously improve their professional competence in Gannan Hakka culture, striving for accuracy, vividness, and expressiveness in translation.

Thirdly, innovate in communication methods and broaden dissemination channels. With the development of technology, communication methods are becoming increasingly diversified. It's essential to adeptly utilize modern means such as multimedia and the internet to broaden the dissemination channels for Gannan Hakka culture. Additionally, exploring exchanges and collaborations with other cultures, organizing various

cultural activities, and enhancing the international influence of Gannan culture can be attempted.

4 Translation Case Analysis

Gannan Hakka culture is a minority ethnic culture, and due to its uniqueness, it has limited spread. This has led to a need for more external publicity. External propaganda texts or venue materials are composed of cultural load words bit by bit, so it is essential to study cultural load words. Three aspects of food culture, architectural culture, and folk culture will be discussed as following.

4.1 Food Culture

Example 5: Kejia Leicha

Original Text: Hakka lei tea

Target Text: Hakka grind tea

Lei tea is one of the traditional tea cultures in China, and it has been around since the Song Dynasty. Unlike traditional steeped tea, lei tea involves putting ingredients into a Lei bowl and pounding them with a Lei stick. Therefore, the most significant feature of Lei tea is "pounding," which explains the production method and technique. The translator used transliteration from the previous original text to directly translate it. Later, the direct translation method was used, translating "Lei" to "grind," which sufficiently reflects the characteristics of Lei tea.

Example 6: Ningdu Sanbeiji

Original text: Ningdu three cups of chicken

Target Text: Ningdu three cups of chicken(stewed chicken with three cups of sauce)

Ningdu, three cups of chicken, is not about three cups of chicken but refers to one cup of rice wine, one cup of soy sauce, and one of sesame oil. As a dish spreads outwards, such a simple translation can easily lead to misunderstandings, so nowadays, translators will add the explanation "stewed chicken with three cups of sauce" after the dish name, which clearly states the ingredients and preparation method. From the initial literal translation to the later adding an explanation, the whole dish becomes easy to understand, and the auxiliary function of the explanation is adequate.

4.2 Architectural Culture

Example 7: Kejia Citang

Original text: Hakka ancestral hall

Target Text: ancestral hall(a place to seek honor and ancestor)

The ancestral hall is a place to worship ancestors, and the construction of ancestral temple buildings is at the center of various buildings. This matter of ancestor worship is fundamental. Therefore, the original text's translation of Ancestral Hall as "ancestral hall" is somewhat inappropriate. The primary purpose of worshipping ancestors is to

express deep emotions and feelings towards ancestors, while "ancestral hall" only captures its form without sentiment.[5] If the explanation is added, the function and the emotion will be easily expressed.

4.3 Folk Culture

Example 8: Gannan Caichaxi

Original text: The Gannan Tea-picking Opera

Target Text: Tea-picking Opera

The Hakka people live in the south of Jiangxi Province and make a living by picking tea leaves. Tea-picking opera has a strong local flavor and Hakka culture elements in the performance. After the founding of new China, some plays of tea-picking drama were adapted into TV programs or movies. Here, the translation of "Caichaxi" to "Tea-picking Opera" adopts the literal translation method.

Example 11: Kejia

Original text: Crying marriage

Target Text: wedding sadness (a traditional custom used to express the bride's reluctance to give up her relatives and friends)

The so-called "crying marriage" is generally understood as a custom where the bride weeps at her family's home when she is about to get married. In earlier times, "crying marriage" served as a release for the unfair treatment of women in traditional customs, as they were in a patriarchal society where men were highly regarded, and women's positions were not valued. Gradually, it evolved to express gratitude for the care of parents and relatives. Using "crying marriage" to represent "Kujia" in the original text is inappropriate. After all, a wedding should be a happy occasion, and the word "crying" seems overly mournful, losing the beautiful meaning of a happy and blissful marriage.[6] It would be better to add the interpretation "wedding sadness (a traditional custom used to express the bride's reluctance to give up her relatives and friends)." This way, the custom will not be misunderstood, giving it a better significance.

5 Conclusion

This research aims to study the publicity translation strategy from the perspective of Skopos theory, taking Gannan Hakka culture as a case study. By analyzing the characteristics of Gannan Hakka culture and the target audience, we can more choose appropriate translation strategies, thus better achieving the purpose of promoting and disseminating Gannan Hakka culture.

The Skopos theory provides a valuable framework for understanding how best to approach the external communication translation of Gannan Hakka culture. Considering the specific purpose and target audience, translators can effectively tailor our translation strategies to promote and disseminate this rich cultural heritage and then promote Hakka culture in the long run.

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