



# On Publicity Translation of China's Intangible Cultural Heritage Under the Background of the "Belt and Road" Initiative

Xia Xie

Gannan University of Science and Technology, Hakka Road 156, Ganzhou, Jiangxi, China

30211899@qq.com

**Abstract.** Since the "Belt and Road" initiative was proposed in 2013, it has become a bridge and bond for deepening cooperation and exchanges between China and the rest of the world. China is an ancient civilization with a long history and rich intangible cultural heritage. This paper mainly expounds the importance of English translation of the publicity of China's intangible cultural heritage, analyzes its present situation, achievements, problems, and discusses the strategies. The study of English Publicity Translation of Chinese Intangible Cultural Heritage is a long-term and arduous task, which requires translators' joint efforts and continuous exploration. It not only carries rich historical and cultural values, but also serves as a bridge between the past and the future, the homeland and the world, and plays an important role in international cultural exchanges.

**Keywords:** Belt and Road, Intangible Cultural Heritage, Publicity Translation

## 1 Introduction

### 1.1 A Brief introduction to Intangible Cultural Heritage

The term "Intangible Cultural Heritage" refers to the various forms of traditional cultural expression handed down from generation to generation and regarded as an integral part of the cultural heritage of people of all ethnic groups, as well as the objects and places related to traditional cultural expressions. It is a witness to historical development and a precious and valuable cultural resource.

China is an ancient civilization with a long history and rich intangible cultural heritage. The United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted the Convention for the Safeguarding of the Intangible Cultural Heritage October 2003 at its 32nd General Conference, aiming to protect intangible cultural heritage such as traditions, oral expressions, festive events, music and dance. In response to the call, the Chinese government actively answered and named the first batch of "National Intangible Cultural Heritage" list in 2006. So far, a total of four batches of 1,372 items have been included in the "National Intangible Cultural Herit-

age" list. Meanwhile, China is currently the country with the most items inscribed on the UNESCO "Representative List of the Intangible Cultural Heritage of Humanity."<sup>[1]</sup>

## **1.2 A Brief introduction to the "Belt and Road" Initiative**

Since the "Belt and Road" initiative was proposed in September 2013, the Chinese government has signed more than 200 cooperation documents with 152 countries and 32 international organizations on Belt and Road. The implementation of the Belt and Road Initiative has promoted cultural exchanges and cooperation between China and the countries along the routes. Under this background, the publicity and dissemination of Intangible cultural heritage culture is becoming more and more important.

The report of the 19th National Congress of the Communist Party of China proposed: "We should be confident in our culture, strengthen the and inheritance of cultural relics, enhance Sino-foreign cultural exchanges, promote the construction of international communication capabilities, tell China's stories well, and improve the country's soft power."<sup>[2]</sup> By promoting intangible cultural heritage, China can not only promote national culture, but also promote mutual understanding and respect among cultures and promote international friendship.

## **2 The Present Situation, Achievements, Problems and Difficulties of Publicity Translation of China's Intangible Cultural Heritage**

### **2.1 The Present Situation and Achievements**

China has 43 items in the Intangible Cultural Heritage List and roster of the United Nations Educational, Scientific and Cultural Organization, ranking first in the world. Since China put forward the "Belt and Road" initiative in September 2013, English translation of China's intangible cultural heritage with the aim of publicity has gradually become a hot topic in translation studies.

The publicity of China's Intangible Cultural Heritage has promoted cultural exchanges and cooperation between China and other countries and helped promote the international community's understanding of China's intangible culture, especially traditional culture. Through English promotion, China's intangible cultural products in the international market get more business opportunities. Take the 2023 Chengdu Tea Expo as an example, more than 800 tea enterprises from more than 60 tea-producing regions at home and abroad have gathered in Chengdu, effectively promote the development of tea economy. Through the active foreign exchange and English translation, China's intangible cultural heritage has gained higher visibility on the international stage.

## **2.2 The Existing Problems**

First, Lack of professional translators. Although there are many professional translators in China, their levels are uneven and their professional translation ability is not enough. The translators are more concentrated in the fields of business translation and literary translation. Publicity translation of intangible cultural heritage are relatively professional, which requires translators not only to have high translation ability, but also to have rich cultural connotations, to be able to grasp the essence of translation so as to convey information and contents in the process of translation.

Second, Insufficient support of intangible cultural heritage system. Intangible cultural heritage is a huge project from protection to publicity. It needs a strong system as support. However, the current level of financial investment by government and social groups in intangible cultural heritage is far from enough. More money is spent on intangible cultural heritage protection, transmission and archiving, resulting in less money spent on publicity translation.

## **2.3 The Difficulties**

First, cultural differences. As an important part of historical culture, intangible cultural heritage has inheritability, and it naturally contains lot of historical information. It may even involve some ancient literary words, which bring great difficulty to the organization of language for external publicity. Moreover, cultural differences are also in the differences in the ways of thinking of different countries and ethnic groups, which are very different from the perspective of cultural understanding.

Second, language differences. belonging to different language families, Chinese and English differ greatly in linguistic logic, sentence structure, and writing style. Newmark<sup>[3]</sup> divides text genres into three major categories: expressive, informative, and evocative. The translation of intangible heritage promotional materials falls under the categories of informative and evocative texts. Whether the translation can gain the recognition of the target audience and achieve good results largely depends on whether it conforms to the text forms recognized by the target language audience.

# **3 Strategies to Enhance the Quality of Intangible Cultural Heritage Publicity**

## **3.1 Strengthen the Guidance and Support of Translation Work**

The intensity and difficulty of publicity translation of intangible cultural heritage is higher. If Chinese government wants to improve the quality of its publicity, it should strengthen the support and guidance of relevant units to its publicity work, such as increasing its efforts to invest in the work, strengthen the training of relevant personnel, increase funding and policy support etc. Only in this way can China better provide a good platform to enhance the quality of intangible cultural heritage Publicity.

### **3.2 Strengthen the Construction of Publicity Translation Corpus**

The quality of intangible cultural heritage translation in China is not high at present. One of the main reasons is few public translation corpora. Therefore, China should strengthen the construction of the corpus, and make the translation of publicity work as a whole system so that the publicity work can be guided by rules and have model reference to promote intangible cultural heritage information and resource sharing. Based on corpus information platform, publicity translators can effectively speed up the efficiency of publicity translation. With the increase of translation contents, it can enrich the corpus and upload the non-material cultural information to the corpus simultaneously in the form of Chinese-English comparison, which can greatly improve the speed of communication and the efficiency of translation.

### **3.3 Set up Translation Standards**

A team of experts should be organized to formulate a set of scientific and systematic translation standards and norms so as to standardize the English translation of the intangible cultural heritage. This set of standards should cover lexical choice, sentence structure, cultural expression and other aspects to ensure that the translation of the original meaning keeps in line with the English reader's reading habits and cultural background. At the same time, it is necessary to establish a translation quality assessment mechanism to ensure the consistency and accuracy of translated works.

### **3.4 Build an Professional Organization for Publicity Translation**

In order to make the publicity translation of intangible cultural heritage more systematic and professional, it is necessary to build an professional organization. At present, the translators engaged in the publicity translation of intangible cultural heritage mainly come from foreign language majors of colleges and universities or practical translation institutions. The former focuses on cultural aspects, while the latter focuses on business aspects, both of which have problems in professional translation.<sup>[4]</sup>

### **3.5 Make Full Use of Various Publicity Media**

The successful translation of intangible cultural heritage ultimately depends on the effective dissemination of its translations. The promotion of intangible cultural heritage to the outside world should depend on the full use of various publicity media, taking multiple approaches, and continuously accelerating the pace of "going out". In the era of internet, we should fully recognize the importance of website publicity, strengthen the English translation of intangible cultural heritage online resources, let the professional teams design and maintain web pages, effectively combine and present relevant text, image, and video materials, and make the website a window for the display of Intangible Cultural Heritage to the outside world.<sup>[5]</sup>

## **4 The Practical Implications and Significance of Publicity Translation of China's Intangible Cultural Heritage**

### **4.1 Promote Cultural Exchange**

As a bridge linking cultures of different countries and regions, publicity translation of China's intangible cultural heritage provides a valuable opportunity for communication and integration among them. By showcasing the unique charm of China's intangible cultural heritage, such as traditional handicrafts, folk performances and festive activities, international friends can experience the profound roots of Chinese culture up close. Moreover, it can also stimulate their interest in Chinese culture and respect for different cultures and promote mutual understanding and tolerance of cultures. This cross-cultural exchange not only enriches people's cultural life, but also promotes the development of cultural diversity in the world.

In today's world where global cultural exchanges are becoming increasingly close, the translation and promotion of intangible cultural heritage is one of important ways to better introduce Chinese culture to the world and has significant practical significance.

### **4.2 Promote Economic Development**

The rational development and utilization of intangible cultural heritage resources is an effective way to transform them into economic value. On the basis of protecting the heritage, through creative design and market operation, integrating the elements of intangible cultural heritage into products such as tourism souvenirs and cultural and creative products can not only meet the diversified needs of consumers, but also enhance the competitiveness of the city. What's more, it can also promote the rapid development of local tourism, cultural and creative industries and other related industries. The rise of these industries has not only created more employment opportunities and income sources for the local economy, but also injected new vitality and growth points for the local economy, and promoted the sustainable development of the economy.

To sum up, the publicity translation of intangible cultural heritage refers to promoting Chinese culture to the world, so as to accelerate the spread of intangible cultural heritage and create opportunities for China's economic development. The "Belt and Road" initiative has brought opportunities for China's intangible cultural heritage to "go global" and economic opportunities.<sup>[6]</sup>

### **4.3 Enhance Cultural Confidence**

Under the background of globalization, cultural soft power has become an important indicator of a country's overall strength. The promotion of China's intangible cultural heritage not only shows the diversity and richness of Chinese culture, but also the identity and pride of the Chinese nation in its own culture. This kind of cultural confidence enhancement helps to enhance the country's cultural soft power and the international influence, letting the world know more and respects the Chinese culture. At the

same time, it also encourages more people to pay attention to, learn and inherit traditional culture, contributing their own strength for the prosperity and development of Chinese culture.

## 5 Conclusion

In his work "The Silent Language", which is regarded as a pioneering work in intercultural communication, Hall proposed that culture is communication and versa. There is a natural intrinsic connection between language, culture, and communication: translation bridges cultural communication through language conversion, serving as the basic medium of international, which is the purpose and form of realization of foreign publicity translation. The ultimate goal of international communication is to promote the national culture and strengthen cultural confidence. [7]Therefore, English Translation of Chinese Intangible Cultural Heritage under the Background of The "Belt and Road" culture is very important. It not only carries rich historical and cultural values, but also serves as a bridge between the past and the future, the homeland and the world, and plays an important role in international cultural exchanges.

However, the study of English Publicity Translation of China's intangible cultural heritage is a long-term and arduous task, which requires translators' joint efforts and continuous exploration. Only by fully excavating and disseminating the essence of China's intangible cultural heritage can we achieve the prosperity and development of cultural diversity and promote international cultural exchanges and cooperation.

## Projects Funded

1 The 2022 Humanities and Social Sciences Project of Jiangxi Universities, "Research on the Publicity Paths of Intangible Cultural Heritage under the background of 'Going Global' strategy — Taking the Legacy of Hakka People in Southern Jiangxi Province as an Example"(No. JC22229).

The 2022 project "Research on the Transmission Path of Intangible Cultural Heritage in Southern Hakka People From the Perspective of Big Data"(No. 2022-GNFY-003).

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