



Research on the Translation Strategy for Publicizing Zhoushan Culture through Metaverse Approach from the Perspective of Functional Equivalence

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Abstract. Cultural soft power is increasingly becoming the focus of international competition. With the advent of the metaverse era, cultural publicity has gained new avenues, but cross-cultural communication and cultural publicity cannot be separated from translation. This article takes the translation of Zhoushan culture publicized by metaverse as an example, guided by Nida's theory of functional equivalence, to study and explore the translation problems that arise in Zhoushan's metaverse publicity. Targeted measures and solutions are proposed to improve the efficiency of Zhoushan culture's publicity, allowing the world to better understand Zhoushan's folk culture and enhance Zhoushan's cultural soft power.

Keywords: Translation strategies; Folk culture; Cultural globalization; Cultural soft power

1 Introduction

1.1 The Importance of Protecting Folk Customs in Zhoushan

Zhoushan's folk culture is rich and colorful, deeply rooted in marine operations and the lives of fishermen, showcasing its unique marine traditional cultural style. The construction of folk culture in Zhoushan has two characteristics: firstly, the foundation of the masses is relatively solid. The second is the existing information is well-organized. ^[1]It can be seen that the protection of folk customs in Zhoushan has important cultural, social, and economic significance.

The protection of folk customs in Zhoushan can achieve the inheritance and development of local culture, including traditional festivals, folk arts, handicrafts, etc. These folk customs reflect the history of Zhoushan and the way of life of local residents, enhancing residents' sense of belonging and identity with members of society and the entire society. Under the shared cultural environment and social values, the connections between members of society are significantly consolidated, and patriotism and social

responsibility are cultivated. Finally, through effective cultural promotion and folk protection, Zhoushan can form a unique cultural brand, enhance the city's visibility and attractiveness, and achieve the simultaneous development of economy and culture.

1.2 The Role of New Quality Productivity in the Protection of Folk Culture: Taking the Metaverse as an Example

"The new quality productive forces of China's cultural industry is an advanced productivity based on culture as a resource, technology as a driving force, talent as the foundation, finance as the support, and governance as the guarantee," said Professor Zhang Zhenpeng from the Cultural Industry Research Institute of Shenzhen University. ^[2]It can be seen that empowering the protection of folk culture with new quality productive forces has become the inevitable path for cultural protection in the new era.

As a representative of new quality productive forces, the metaverse is an integrated virtual world that maps and interacts with the real world, including but not limited to VR, interactive exhibitions, immersive tours, etc. It allows users to engage in social interactions and experiences similar to the real world through digital avatars. The metaverse can use virtual environments to create digital models and virtual exhibitions of folk culture, providing users around the world with the opportunity to "personally experience" the intangible cultural heritage of Zhoushan culture and feel the traditional cultural atmosphere of Zhoushan. In the context of the concentrated distribution of folk customs in Zhoushan, traditional folk customs can be preserved and displayed in an interactive manner, ensuring the long-term preservation of traditional culture in multiple dimensions and forms, and showcasing Zhoushan's folk culture to global users, promoting cross-cultural understanding and integration.

1.3 Research Question and Purpose

When Zhoushan folk customs use the metaverse as an example of external promotion to achieve cultural dissemination and protection, translation quality is a key factor. Translation not only needs to convey accurate information, but also ensure cultural adaptability and audience understanding, and translation errors or inaccuracies may lead to misunderstandings and confusion of local customs.

The use of translation specialization and content localization strategies can more effectively convey the essence and uniqueness of local culture in the publicity of Zhoushan folk customs. Accurate and adaptable translation not only enhances the effectiveness of publicity, but also strengthens the depth and breadth of cultural exchange. Therefore, this article aims to explore translation strategies for Zhoushan folk culture through publicity channels represented by metaverse in the context of new quality productive forces.

2 Current Translation Status and Challenges

In the process of investigating and writing this article, literature review, on-site interviews, questionnaires, and discussions were mainly used to collect translation problems that exist in the existing metaverse of Zhoushan culture. The following problems were found to exist:

2.1 Language Error

Foreign language is the most direct factor determining the effectiveness of external publicity.^[3] Language errors can fundamentally negate the effectiveness of translation.

2.1.1 Mistakes in Grammar.

Correct grammar is the foundation for readers to read and understand, as well as a reflection of the rigor of an article. There are various grammatical errors in the digital literature and materials related to Zhoushan culture, such as confusion in the use of singular and plural forms, improper use of articles, and capitalization of proper nouns. Such grammatical errors not only cause confusion for readers, but also greatly reduce the credibility of database, which could have been easily avoided.

2.1.2 Synonym Analysis.

Due to language differences, many English words correspond to the same Chinese meaning, but each English word has its own emphasis. Therefore, it is crucial to distinguish and select word that fits the semantic context. For example, in the agricultural customs of Zhoushan, there are servants called "牛馆" who specialize in taking care of cows for their owners. From a literal meaning, "牛馆" can be translated as "cowboy", "cowherd", or "cattle man", but "cowboy" specifically refers to cowboys in the western United States, with a clear geographical indication and out of context. The meanings of "cowherd" and "cattle man" are quite similar, but the Webster's Dictionary mentions that "cattle man" not only means a minion, but also refers to a rancher, while "cowherd" emphasizes the employment relationship, so translating "牛馆" as "cowherd" is more accurate.

2.1.3 Multiple Translation of a Word.

Multiple translation of a word refers to different translations of the same proprietary term in different locations within the same virtual exhibition hall or digital database. For example, in the introduction of " Zhoushan Fisherman's Painting ", "舟山渔民画" was translated as "Zhoushan Fisherman's Painting" in the first part of the exhibition, but in other place it was translated as "Zhoushan Fisherfolk's Painting". Zhoushan fishermen's paintings, as a proprietary term, should have a fixed translation.

2.2 Insufficient Cultural Adaptation

Cultural adaptation refers to adjusting translation strategies and content based on the cultural background and habits of the target audience in translation, making it easier for the target culture to understand and accept. Essentially, cultural gaps refer to the lack of specific language information for expression, resulting in an untranslatable state.^[4]For example, in the wedding customs of Zhoushan, "拜天地" is directly translated as "kowtow to heaven and earth". However, the "拜" in "拜天地" tends to be a combination of "worship" and "promise", and "kowtow" is only a ritual. In the Western cultural context, the ceremony of taking a wedding oath involves holding the Bible, which creates a cultural gap. Therefore, attention should be paid to cultural adaptation and appropriate compensation strategies should be adopted.

3 Theoretical Basis

This article is guided by Eugene A. Nida's theory of functional equivalence and uses Venuti's domestication foreignization methodology. Nida said, "Translation refers to the use of the closest and most natural equivalent language from semantics to style to reproduce the information of the source language in the target language." Therefore, he proposed two theories: "formal equivalence" and "functional equivalence." However, due to the unique characteristics of each language, the subject involved in translation is relatively large, and there are many uncontrollable factors. It is almost impossible to achieve complete "formal equivalence," so Nida himself emphasizes the latter more. Nida believed that the purpose of translation is to facilitate intellectual exchange between the original author and the target reader, therefore translation should strive to ensure that the response of the target reader after reading the translation is equal to the response of the translator after reading the original text.

Venuti proposed foreignization and domestication in his book *The Translator's Invisibility* in 1995. His domestication emphasizes bringing the translation closer to the target language readers and abandoning foreign accents, while foreignization emphasizes bringing the readers closer to the source language and accommodating foreign language habits. Absolute domestication and foreignization do not exist, they are contradictory, unified, and complementary.

4 Translation Strategy

4.1 Domestication

Domestication emphasizes the localization of the source language, focusing on conveying the original content in a way that the target language readers are accustomed to, and weakening the translation tone. Domestication translation not only helps target language readers better read and understand the translation, but also enhances the appreciation and readability of the article. When developing interactive exhibitions, events, and cultural education games, textual introductions and prompts are needed to guide

visitors or players to complete corresponding tasks and games. At this time, it is required that the textual content can be quickly and accurately understood by the target language readers. Therefore, domestication strategies need to be adopted for such texts.

4.1.1 Replacement and Addition Translation.

Different languages have different cultural and historical backgrounds, as well as language usage habits. Therefore, the implicit meanings in cultural backgrounds are difficult to convey in the target language, and specific habits and customs cannot be understood by the target language readers, leading to unnecessary misunderstandings. To reduce such problems, replacement and addition translation can be used. Replacement is the process of replacing unfamiliar words in the original text with familiar words in the translated text for the use of the target readers. [5] Addition translation is the process of adding cultural background that is not provided in the source language text and adding necessary cultural information. The combination of the two can further localize the translation and translate the source language culture into the target language culture.

Example 1:

Original text: “隆隆隆”，沉重的击鼓声在祭坛回荡，天边出现了一条金龙。

Translation: Boom, boom, boom. The heavy drumming echoed through the altar. A golden dragon representing auspiciousness appeared on the horizon.

In Example 1, the drum sound is translated as "boom, boom, boom", which describes thunder and explosion sounds in the target language culture. Due to cultural differences, translating the drum sound as "drum" cannot express the solemnity and heaviness of the drum sound during sacrifice, while translating it as "boom" highlights the deep and powerful sound of the drum sound, like the sound of thunder. Target language readers can better feel the solemnity of ancient Chinese sacrifice. When translating '金龙', add 'representing auspiciousness' to indicate that the dragon mentioned in this article is a sign of good fortune. In Western culture, dragons are considered evil, but in Eastern cultures, dragons carry auspicious meanings such as good luck and good fortune. Adding cultural background to the target language readers avoids misunderstandings. After adding such subtitles, visitors from different cultural backgrounds can not only "personally experience" the solemn and heavy sacrificial activities when experiencing virtual reality with the theme of Zhoushan sacrificial activities, but also understand why the behavior of people in the virtual world when seeing dragons does not conform to the culture of the visitor's country, reducing misunderstandings and doubts.

4.1.2 Rhythm.

Although different languages have different language usage habits, there are rhythmic effects such as rhymes and homophones. Taking traditional folk songs and fishing songs in Zhoushan as examples, most of these traditional music are used to express the joys, sorrows, emotions, thoughts, and feelings of the laboring people. The lyrics will appear in the local dialect of Zhoushan, so the rhyme between words and phrases can be expressed only when sung in dialect. Literal translation may lose this rhythmic effect, making it difficult to fully express strong emotions and reducing the interest and

attractiveness of the text. Although the use of digital audio and video, as well as virtual reality, can allow listeners to experience the unique rhythm of music, the lyrics also contain charm that needs to be preserved. When translating such lyrics, we should not only pay attention to "beautiful meaning", but also to "beauty of sound" and "beauty of form". In addition to ensuring the accuracy of the translation, it is also necessary to carefully choose the target language vocabulary and strive to preserve the rhythm in the source language lyrics. If it cannot be preserved, the number of words and syllables in the preceding and following sentences can be consistent. Although the translation cannot fully showcase the charm of dialects in the text, the presentation of language rhythm can add some prosodic features to the translation and compensate for the shortcomings of intonation.^[6]

Example 2:

Original text: 普陀山风的祝福, 定海古道的漫步

Translation: Blessing of Mount Putuo' s Wind, Strolling along Ancient Dinghai Road.

In Example 2, '普陀山风的祝福' can be translated as 'wind from Mount Putuo 'or' Mount Putuo's wind ', but to form a final rhyme with ' road ', the translator chooses the latter. Not only that, the translator also retains the form in the source text, with the same number of words before and after the sentence. On the basis of pursuing "beautiful meaning" and "beauty in sound", the translator also meets the requirements of "beauty in form" and achieves textual equivalence.

4.2 Foreignization

Foreignization emphasizes the preservation of the exotic flavor of the source language text. The translator should lead the target language readers closer to the source language culture, and the translation should accommodate the language usage habits of the source culture, accepting the differences between the source language culture and the target language culture. The difference between foreignization and domestication is that foreignization can reflect the characteristics, culture, and language style of foreign peoples, and can be applied to situations where there are no relevant words or phrases in the target language that cannot be directly translated. Foreignization strategies are often used for immersive tours, digital literature and materials, and translation on virtual social platforms. In such metaverse, detailed cultural explanations and backgrounds should be provided to ensure that recipients have better exposure to foreign cultures and languages. Some content must retain its own characteristics and showcase unique language and cultural charm.

4.2.1 Transliteration Plus Annotation.

Zhoushan folk culture has unique cultural connotations and expression methods. In order to express context more accurately, some vocabulary and unique cultural concepts with special meanings or backgrounds cannot be directly translated. Instead, the method of transliteration annotation should be used, that is, transliterating the source language

and adding annotations to supplement the missing relevant historical and cultural background, so that the target language readers can see the original words, recognize and understand the original pronunciation and form of these words, and then understand their cultural background and meaning through annotations. Diversity is the greatest characteristic of folk culture. If translators only focus on the feedback of target language readers and blindly integrate the source language into the target language during translation, it will cause the source language to lose its own ethnic characteristics. Only by appropriately preserving exotic customs can the purpose of promoting folk culture be achieved.

Example 3:

Original text: 酬神是一种传统的文化活动, 旨在酬谢神的佑护。

Translation: Choushen (Paying tribute to the gods) is a traditional cultural activity aimed at thanking the gods for their protection

In Example 3, '酬神' is transliterated as 'Choushen', with annotations to help target language readers understand. If '酬神' is directly translated as 'paying to the gods', although the target language readers can understand it, it completely loses the characteristics of the source language. Firstly, '酬神' is a proprietary term; Secondly, virtual reality technology is used to showcase the entire complex process of the "酬神" activity to the audience, and two words in the source language summarize the purpose, object, and form of the activity, reflecting the concise and clear characteristics of the source language. Transliteration preserves the flavor of the source language, reflecting its uniqueness, while adding annotations helps to understand the meaning of vocabulary, allowing readers to feel the profoundness of the source language just as the translator reads the original text.

4.2.2 Using the Metaverse to Generate Multimodal Meanings.

The generation of multimodal meaning in the metaverse refers to the understanding of virtual environments through the synthesis of different perceptual modes in the metaverse. This multimodal generation enables users to experience richer and more realistic interactive experiences in virtual spaces, thereby enhancing immersion and participation. Therefore, metaverse technology can not only help process text and content that cannot be translated or is difficult to understand after translation, but also provide users with a more intuitive and concrete experience. For example, Zhoushan Ship Fist. When introducing Zhoushan Ship Fist, it is necessary to mention the history of its formation and development, as well as classic techniques. Combining graphics and text can help understand it to a certain extent, but each move in kung fu is dynamic. In order to accurately convey its content, it is necessary to use metaverse technology to create virtual scenes. In virtual reality, allowing users to become ordinary crew members in Zhoushan at that time, users can see the evolution process of Zhoushan Ship Fist from birth to maturity, hear the neat and uniform shouting during boxing practice, participate in it, learn classic moves of Zhoushan Ship Fist, experience the unique lifestyle of Zhoushan's marine civilization, use Zhoushan Ship Fist to resist foreign enemies and pirates, and truly feel the unique style of Zhoushan's marine culture. By utilizing metaverse technology and providing users with different sensory stimuli, not only can

we showcase the details and techniques of cultural intangible cultural heritage, offering users an immersive experience, but we can also increase its global exposure, attract more users, and promote Zhoushan culture towards a broader world.

4.3 Dynamic Unity of Foreignization and Domestication

As mentioned earlier, there is no absolute foreignization or domestication in actual translation. To achieve functional equivalence as stated by Nida, translation work must faithfully reproduce the cultural and linguistic characteristics conveyed by the source language in the translated text, thus requiring foreignization; Domestication is also essential to enable target language readers to read and understand the translation, avoiding misunderstandings and ambiguities caused by cultural differences. Therefore, in actual translation, domestication and foreignization should be dynamically used based on the characteristics of the source language, culture, and other factors.

5 Conclusion

As a cultural heritage with local characteristics, Zhoushan folk culture carries rich historical and traditional knowledge. In the process of globalization and modernization, timely protection and inheritance of these folk customs not only helps to preserve historical culture, but also plays an important role in promoting local economic development and enhancing cultural confidence. By implementing the translation strategies proposed in the article, we aim to improve the translation quality of the Zhoushan Cultural Metaverse, ensuring cultural accuracy in translation. This will enhance the reliability and attractiveness of the translated content, allowing people to not only understand the literal meaning, but also experience the deep connotations of Zhoushan folk customs from multiple dimensions.

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