



The Translation Strategies for External Publicity Methods, Take Zhoushan Folk Culture as an Example

Yuye Lu, Yanbin Zhou and Fusheng Zhang*

Zhejiang Ocean University, Zhoushan, Zhejiang, China

*453635266@qq.com

Abstract. This paper discusses the application of translation strategies in external publicity, especially how to enhance Zhoushan's international profile and enhance its folk culture transmission through effective translation. The research points out that Zhoushan, as an important Marine city in China, has a unique geographical location and rich folk resources. By adopting accurate and culturally adaptable translation strategies, Zhoushan's characteristic culture can be effectively introduced to international audiences, thus promoting its recognition and influence on a global scale. This study analyzes the current situation of translation in Zhoushan's external publicity, puts forward specific suggestions for translation improvement, and discusses the influence of different translation strategies on the transmission of folk culture. The results show that the comprehensive application of functional equivalence translation, cultural adaptation and market-oriented translation strategies can significantly improve the international acceptance and understanding of Zhoushan folk customs, and provide valuable experience and methodology support for the global dissemination of local culture.

Keywords: Translation strategy, External publicity, Zhoushan, Folklore.

1 Introduction

Relying only on traditional literature and materials is no longer in line with the requirements of The Times. The mode of communication should keep pace with The Times, and information technology should be used to break through the limitations of time and space to make cultural communication more flexible and convenient. In this context, diversified communication channels have different requirements on cultural translation methods and skills. Put forward specific measures and find the correct and appropriate translation strategies, so as to effectively use different information means to achieve a wider spread of culture.

The preservation and promotion of Zhoushan's folk culture is of utmost importance. Embracing innovative methods such as short videos, AI, and the Internet, and implementing effective translation techniques are essential for sharing the captivating story of Zhoushan's folk culture with the world. Enhancing its global appeal requires standardized translations and tailored communication strategies across various platforms.

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Currently, bilingual folk translation materials are found to have inaccuracies and lack targeted communication strategies, hindering the widespread recognition and influence of Zhoushan's folk culture.

The purpose of this thesis is to study the current situation of Zhoushan folk culture's diversified publicity and the targeted translation strategies. This paper mainly expounds the significance of external publicity of Zhoushan folk culture, analyzes the current situation of Zhoushan folk culture translation, probes into its shortcomings and puts forward specific suggestions in order to promote the external dissemination of Zhoushan folk culture.

2 Overview of Zhoushan Folk Culture

2.1 Formation and Development of Zhoushan Folk Culture

Zhoushan Islands is located in the East China Sea, located in the southeast coast of Zhejiang Province, consisting of Dongji Island, Putuo Mountain and other major islands and hundreds of islets. Its unique geographical environment gives Zhoushan rich natural resources and unique Marine cultural background. The geographical features of Zhoushan Islands include rich Marine resources, pleasant climate and unique island features, which jointly affect the formation and development of Zhoushan folk culture.

In terms of historical background, Zhoushan has been an important maritime transportation hub and fishing center since ancient times, especially in the Ming and Qing Dynasties, Zhoushan's geographical location made it an important port for foreign trade. The folk culture of Zhoushan has absorbed and integrated foreign cultures in the long period of Marine activities and trade, while retaining the local traditional customs. The historical background of Zhoushan includes the ancient maritime Silk Road and the influence of foreign exchanges, which have had a profound impact on Zhoushan's folk culture.

2.2 Classification and Characteristics of Zhoushan Folk Culture

Through the investigation and sorting of the Marine folk culture, the study classifies the Marine folk culture according to its different nature. It is divided into five categories, which are Marine production folklore, Marine belief, island competition, living customs, and folk art and ocean tourism. Among them, five categories are subdivided into several small categories, which are rich in content and complete in variety.^[1] Meanwhile, Zhoushan folk culture construction has two characteristics:

The Relatively Solid Public Foundation

Dinghai Baiquan, Shuangqiao, Putuo Liuheng, Xiazhi Island, Ant Island and other places are the important birthplaces of folk culture and art in Zhoushan City, and the fishermen and farmers in these places still retain the custom and habit of participating in the creation.^[2] According to their own interests and hobbies, many new communities in fishing villages spontaneously set up cultural groups such as "opera corner", "story meeting", "storytelling group" and "folk music band", attracting a large number of fishermen and farmers. There are many "story baskets", "proverbs experts" and various folk

art masters among the residents of the new community in the Yu countryside, and there are also many people who have rich experience in cultural and artistic activities, and have rich time and energy.

The Excavation and Finishing of the Initial Results

At present, the folk art and folk performance projects have been dug up and sorted out in Zhoushan City, including "Zhoushan Gong and drum", "Flea dance", "fisherman's painting", "Wuring Book", "puppet show", etc. Some of them have gained wide fame and developed into a special symbol of Zhoushan's famous Marine culture.

3 Current Situation of External Publicity Translation

3.1 Cultural Differences Lead to Translation Difficulties

Zhoushan folk culture is deeply rooted in the local history, geography and social environment, with unique local characteristics and profound cultural connotation. However, some culture-loaded words, idioms and allusions in the target language are difficult to find their exact corresponding expressions.^[3]This adds a great deal of difficulty to the translation work, and also easily leads to cultural misunderstandings and the loss of materials. For example, many elements and images in Zhoushan folk culture are difficult to find direct equivalents in English or other Western languages. Zhoushan fishermen worship and sacrifice the sea, which contains a wealth of Marine myths and belief systems, which may not be common in Western culture. For example, when translating these cultural elements, it is difficult to find accurate English words to convey their deep meaning, and it is easy to lack cultural images.^[4]

3.2 Lack of Translation Materials

The translation of Zhoushan folk culture requires a lot of historical documents, research materials and field investigation data. However, there are many challenges at present. The existing folk propaganda translation texts are very limited, and these materials are scattered in the city museum and library, so it is difficult to obtain and use them centrally. The content of public signs in some scenic spots is not rich, accurate and standardized, and there are some mistakes in vocabulary spelling and grammar. Related books, documentaries, websites, etc., are lacking in English. The author also found that there are only a few articles closely related to Zhoushan folk culture translation on various paper websites.^[5]

3.3 The Limited Enthusiasm for Participation

Many people do not have a deep understanding of the value and significance of folk culture, and their enthusiasm for participation in folk culture is not very high. They may regard folk culture as outdated and obsolete traditions, while ignoring its historical, cultural and spiritual values. This lack of cultural cognition makes it difficult to spread folk culture with enthusiasm and enthusiasm. Moreover, the existing communication

methods are too simple or not convenient enough to attract widespread participation of the people. At the same time, some communication activities may lack interactivity and interest, which makes the public feel boring or uninteresting in the process of participation. In addition, some places or organizations may pay too much attention to the form and ignore the actual needs and interests of the people when promoting the spread of folk culture, which may also lead to frustration of the enthusiasm of the people.

3.4 Relatively Simple Means of External Communication

With the popularization of the Internet, the way of cultural communication is also undergoing profound changes with the rise of new media, and the way of cultural communication is also undergoing profound changes with the rise of new media. At present, the way of cultural communication in Zhoushan is relatively single, the advantages of new media platform have not been fully utilized, and the integration of new media and folk culture is still insufficient. For example, Zhoushan folk culture lacks a special digital platform for display and dissemination, and new media tools such as social media and short video platforms are not fully used, resulting in relatively simple means of external dissemination of Zhoushan folk culture. In the process of external communication, Zhoushan folk culture still lacks a clear international communication strategy, a cultural communication plan for different countries and regions, and a lack of cooperation and communication with international cultural institutions and media. All these make Zhoushan folk culture's popularity and influence on the international stage become out of control.

3.5 Insufficient Professional Level of Translation

Some translators lack a deep understanding of Zhoushan folk culture, resulting in the translation content is not accurate and vivid. At present, the translation work of Zhoushan folk culture may still face the problem of insufficient professional degree. Translation is the forcible replacement of the linguistic and cultural difference of the foreign text with a text that will be intelligible to the target - language reader.^[7] On the one hand, translators may lack in-depth understanding and research of Zhoushan folk culture, resulting in the inability to accurately convey the cultural connotation and contextual information of the original text in the translation process. On the other hand, the translation skills and levels of translators may also be uneven, which seriously affects the quality of translation. This lack of expertise is not only reflected in the translation of cultural elements, but also may be reflected in the accuracy and fluency of language expression.

3.6 Improper Translation Strategies and Methods

Some translators may pursue the correspondence of literal meaning too much and neglect the communication of cultural connotation, which often happens. Or rely too much on automated tools like machine translation and ignore the necessary and important human translation.^[6] For example, literal translation of pinyin ignores cultural

connotation. "Dharma Rain Temple" is translated as "Fayu Temple". This way of translation is only a direct translation of Chinese pinyin into English, without taking into account the special meaning and status of "Fa Yu Temple" in Buddhist culture. In fact, for nouns with specific cultural connotations, we should try to use their corresponding English proper nouns or free translations to accurately convey their meaning. There is also the problem of "mixed use of Chinese and English, not authentic expression". "Unwilling to go to Guanyin Yuan" translated the Chinese "unwilling to go" directly into English "unwilling to go", while retaining the English pinyin of the Chinese "Guanyin" and "yuan". This mixture of English and Chinese is not only inauthentic, but may also confuse the reader. The correct translation should take into account the English expression habit and cultural background, for example, Reluctant Guanyin Temple is translated into reluctant Guanyin Temple or other translation which is more close to the English expression.

4 External Publicity Strategy for Zhoushan Folk Culture

4.1 Views on External Publicity Methods

The foreign translation of folk culture is a fusion of eastern and western perspectives, and the audience will seek the same or similar reading experience in the strange and novel texts. Cultural turn in translation studies has opened up new perspectives on how translation functions within the receiving culture.^[8]From the regional customs characteristics, cultural concepts, historical connotation, production and life style, celebration ceremony, eating habits and religious beliefs, etc., to meet their vision and aesthetic expectations.^[9]The geographical environment, Marine resources and traditional life style of Zhoushan Islands make its folk culture have a unique charm. For example, Zhoushan's fishermen's traditions, maritime beliefs, and local festivals (such as the Fishing Festival) are rare in other regions. Zhoushan folk customs include a variety of traditional skills, such as Zhoushan puppet show, ship model making, etc. These diverse cultural elements can attract audience from different cultural backgrounds. "Foreign language is the most direct factor that determines the effect of external publicity."^[10] Therefore, in order to achieve high-quality translation strategies, the author believes that it is necessary to develop comprehensive translation strategies.

4.2 Translation Principles

Audience Analysis. Understanding the cultural background and language ability of the audience helps to choose the appropriate translation style and content depth. For example, for audiences with similar cultural backgrounds (such as East Asian countries), more direct translation can be used, focusing on accurately conveying folk details. For audiences with different cultural backgrounds (such as European and American countries), more explanation and cultural background introduction may be needed.

Translation strategies. Qian Zhongshu maintains that the highest standard of literary translation is "transformation", that is, "when a work is transformed from the language of one country to the language of another country, it can not only show traces of

far-fetched due to differences in language habits, but also completely preserve the original flavor, then it can be regarded as entering the environment." It can be concluded as

Explicit Translation

Explicit translation is a translation method that concretize the contextual meaning of a text so that readers can understand it quickly.^[11] It is necessary to acculturate the content with great cultural differences. This includes interpretive translation. For example, explain how traditional festivals in Zhoushan are celebrated, what the background is, and why they are important.

Retention and Localization

Retention: The translation of folk culture is different from the general translation, because it is national and regional, reflecting the unique living habits and language of a particular region

Therefore, in the process of translation, translators often encounter the lack of corresponding words in English.^[12] The key terms and cultural elements in the original text should be preserved as much as possible to preserve the uniqueness of Zhoushan folklore. Add notes or footnotes to the translation to help the audience understand the specific cultural context and customs.

Localization: The localization of content according to the cultural habits and understanding of the target audience. For example, a particular folk festival is transformed into a festival form familiar to the audience for comparison.

Visual and verbal coordination

Coordinate the matching of text and visual materials during translation to ensure the consistency of the translated text with visual elements such as pictures and videos. Adjust the translation style according to the audience's language habits to ensure that the language is natural and smooth.

Example

Suppose you want to introduce Zhoushan's "Seafood Festival" to an English-speaking audience:

Direct translation: Simply translated as "Zhoushan Seafood Festival" to provide a basic introduction to the festival.

Cultural adaptation: Adding explanations to the translation, As in "Zhoushan Seafood Festival, a vibrant celebration of maritime culture in Zhoushan, China, where locals and visitors enjoy a wide variety of fresh seafood, traditional music, and cultural performances."

Localization: You can help your audience understand by comparing other well-known Seafood festivals such as the New England Seafood Festival, adding appropriate background information.

Through the comprehensive application of the above translation strategies, Zhoushan folklore can be effectively disseminated to different audiences, so that it can be better understood and recognized globally.

4.3 Translation strategies for different channels of external publicity

Official promotional materials (government websites, tourist brochures, etc.)

Accuracy and formality: Ensure that the translated content accurately reflects the cultural background and details of Zhoushan folk customs. Use formal, formal language.

Cultural adaptation: A detailed explanation of culture-specific words and customs to ensure that their cultural significance is understood by foreign language readers.

Consistency: To maintain the consistency of translation style, especially in government documents and official materials, to maintain the unity of the image.

Format requirements: Follow the standard format of the target language country to ensure that the information is clear and easy to read.

Tourism promotion materials (tourism websites, advertisements, tourism fairs, online Zhoushan fishing village tour, etc.)

Attraction: Vivid and attractive language and description are used to highlight the unique charm of Zhoushan folklore and attract potential tourists.

Concise and clear: The message is concise and clear in order to quickly convey the main features and highlights.

Graphic combination: Combine pictures and videos to enhance visual impact and make the translated content more attractive.

Cultural orientation: Consider the cultural background of the target audience and adjust the description to make it easier to arouse interest.

Media coverage (press releases, feature stories, etc.)

Journalistic: Ensure that the translation accurately conveys the latest and important information about the event or activity.

Background information: Provide appropriate background information to help foreign language readers understand the context and meaning of the event.

Objectivity: Maintain an objective and neutral tone and avoid exaggerated or subjective statements.

Acculturation: The interpretation of culturally different content to ensure that foreign language readers can fully understand.

Social media (Weibo, wechat, Instagram, Facebook, etc.)

Interactive: Use interactive language that encourages readers to participate in discussion and sharing.

Clear and concise: the message should be concise and adapt to the speed reading habits of social media.

Diversity: Use multiple forms of media (e.g. video, images, short articles) to attract users' attention.

Cultural sensitivity: Be aware of cultural sensitivity and avoid expressions that may cause misunderstanding.

Academic exchanges (international conferences, research papers, etc.)

Academic: The translation should meet academic standards, use technical terms, and ensure the accuracy and authority of the content.

Detailed explanation: Provide detailed background information and explanations to help the academic community understand the value of Zhoushan folklore research.

Citations and notes: If necessary, attach original citations and notes to enhance the credibility and technicality of the translation.

Community activities (Cultural festival, International folk exchange, etc.)

Affinity: The translated language should be approachable and inclusive, promoting cultural exchange and understanding.

Interaction and participation: The audience is encouraged to participate in the activity, and the fun and meaning of the activity is conveyed through translation.

Localization: Adjusting the content according to the cultural background of the audience, so that it is closer to the cultural habits and expectations of the audience.

Sum up

The key of translation strategy is to adjust the translation style and content according to different communication channels and audience characteristics. Whether it is official publicity, tourism promotion, media coverage, social media, academic exchanges and community events, it is necessary to ensure that the translation is both accurate and adapted to the needs of the target audience. In this way, the unique charm of Zhoushan folk customs can be effectively spread and the understanding and communication between different cultures can be enhanced.

5 Conclusion and Outlook

5.1 Conclusion

This paper deeply discusses the translation strategies of Zhoushan folk culture in the process of publicity, and puts forward different translation methods for different ways of publicity. Specifically, depending on the target audience and the media, adaptive and culturally sensitive translation strategies are needed to ensure that Zhoushan folk culture can be accurately and vividly conveyed to foreign audiences. The protection of Zhoushan folk culture is not only the respect for traditional culture, but also the treasure of local cultural heritage, which makes this protection work urgent.

5.2 Outlook

Looking forward to the future of Zhoushan folk culture publicity, with the continuous advancement of globalization, the external communication of Zhoushan folk culture is facing more opportunities and challenges. Future publicity work should explore more communication channels, such as social media, digital platforms and international cultural exchange activities, so as to expand the audience and influence of Zhoushan folk culture. The use of modern scientific and technological means to enhance the communication effect, so that Zhoushan folk culture more vivid and widely presented to the global audience. According to different cultural backgrounds and audience needs, translation strategies should be further optimized to ensure the accuracy and cultural adaptability of information delivery. Professional cultural translators and consultants can be hired to ensure that the content of external publicity is not only faithful to the original culture, but also in line with the acceptance habits of the target audience.

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