

Analysis of Jingdezhen's Translation of External Propaganda from the Perspective of Cross cultural Communication

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ABSTRACT

As a typical symbol of Chinese ceramic culture, Jingdezhen contains very distinctive historical and artistic values, and its importance in international communication is self-evident. However, the current practice of publicity translation is confronted with many obstacles, such as insufficient presentation of cultural core features in translation content, the lack of idiomatic language expression that fails to fit the target language audience, and the lack of uniform standards in the use of terms that lead to inconsistent information transmission. These problems weaken the expression and attraction of Jingdezhen culture in international communication, and further limit its role as a window of cultural communication. This paper analyzes the Jingdezhen publicity translation, and designs targeted strategies based on specific needs, including strengthening cooperation between cultural research and translation, adjusting language expressions to fit the cultural context of the target language, and establishing a systematic terminology specification system, in order to solve existing problems and provide theoretical support and practical guidance for the international communication of Jingdezhen culture.

KEYWORDS

Jingdezhen; publicity translation; cultural communication; translation norms

Jingdezhen is famous at home and abroad for its excellent ceramic skills and is an important symbol of the culture soft strength in China. With the acceleration of globalization, publicity translation is no longer just a simple language conversion, but an important medium of cultural transmission, which is directly related to the recognition and acceptance of local culture in the international community. However, there are many deficiencies in the current Jingdezhen publicity translation, which affects the international presentation of Jingdezhen. In this regard, how to accurately convey the deep value of Jingdezhen culture and balance the language needs and cultural expectations of the target language audience has become an urgent issue to be solved. On the basis of systematic review of existing translation practices, this study analyzes the source of the problem and proposes specific optimization paths, in order to provide solid theoretical support and practical direction for the international communication of local culture, and further deepen the expression of Jingdezhen culture in the global context.

1 Problems in the Practice of Jingdezhen Publicity Translation

At present, in the practice of Jingdezhen publicity translation, the translation content fails to accurately reflect the core characteristics of Jingdezhen culture, the translation language expression is not idiomatic enough to fit the cultural habits of the target language, and translation terms are not standardized, which leads to inconsistent information transmission. Jingdezhen external publicity translation team must attach great importance to this.

1.1 The Translated Content Fails to Accurately Reflect the Core Characteristics of Jingdezhen Culture

The cultural charm of Jingdezhen is rooted in the thousand-year history of ceramics, which is a profound cultural symbol. However, in the practice of Jingdezhen publicity translation, this culture with rich connotations is often reduced to a simplified description of the process, and its spiritual value and cultural symbol are ignored. Specifically, the translated text often focuses on the statement of the time node and the technology, but fails to translate ceramics' aesthetic implications, cultural symbols and roles in the long river of history. For example, the elegant beauty of blue and white porcelain and the delicate charm of famille rose porcelain are blurred in the translation, and thus the opportunity to dialogue with international culture is lost. This way of translation makes the cultural image of Jingdezhen ceramics tend to be simple, and virtually limits its wide spread in the global cultural pattern.

1.2 The Translation Language Expression is Unidiomatic and Does Not Fit the Cultural Habits of the Target Language

In Jingdezhen publicity translation, the problem of unidiomatic language expression is particularly obvious. The wide application of literal translation ignores the cultural context and language habits of the target language readers to a

certain extent, which makes the translation accurate in form, but rigid and even obscure in content delivery. This problem is particularly prominent in the translation of cultural terms, such as “Youlihong” or “Qinghua” (in Chinese), which are important symbols of Jingdezhen ceramic culture and carry unique historical memory and aesthetic value. However, literal translation often only remains on the literal meaning of the terms and fails to effectively convey the cultural background and craft essence of them, thus making it difficult for readers to deeply understand the rich connotations implied by these terms^[1]. In addition, the translation text often lacks appeal due to monotonous language expression, and the sentence structure tends to be written to fail to be organically integrated with the target language culture. This kind of translation practice ignores the needs of the audience and makes the transmission of Jingdezhen culture lose its appeal in the international context, thus weakening the status and influence of Jingdezhen culture as a symbol of ceramic culture on a global scale.

1.3 The Lack of Standardization of Translation Terms Leads to Inconsistent Information Transmission

In Jingdezhen publicity translation, the inconsistent use of terms significantly weakens the accuracy and consistency of information transmission. Due to the lack of systematic translation terminology bases and unified standards, different translators often have different understandings and expressions of the same term. For example, ceramic terms, such as “Fencai” and “Doucai” (in Chinese), have multiple versions due to the diversity of translation methods, so that international audiences cannot form a clear understanding. This confusion is not only reflected in the diversified translation of specific terms, but also extends to the expression of cultural concepts, resulting in vague, miscellaneous and even contradictory information content. The non-standardization of terms weakens the consistency and the communication professionalism of Jingdezhen cultural brand image, affects the international audience’s cognition of Jingdezhen ceramic culture, hinders the systematic dissemination of Jingdezhen ceramic culture to a certain extent.

2 The Improvement Paths of Jingdezhen Publicity Translation

In order to improve the Jingdezhen publicity translation, it is necessary to strengthen the combination of cultural research and translation practice to highlight the core characteristics of culture, optimize the expression of the language to improve the cultural adaptation and idiomaticity of the target language, and establish a perfect terminology standard system to improve the standardization and consistency of translation. To be specific, it can start from the following aspects.

2.1 Strengthen the Combination of Cultural Research and Translation Practice to Highlight the Core Characteristics of Culture

In order to fully show the core characteristics of Jingdezhen ceramic culture in the publicity translation, it is necessary to systematically study its cultural connotation. Based on the historical documents, traditional skills and folk tales of Jingdezhen, translators should explore the deep cultural spirit and value system. In this process, translators should trace the origin and development of ceramic culture and explore its philosophical implications, aesthetic characteristics and social influence by using multi-disciplinary methods such as history, culturology and art^[2]. At the same time, an authoritative cultural knowledge base should be built, and multi-dimensional information such as process flow, historical events and artistic classics should be integrated, so as to provide strong support for translation practice and ensure the comprehensiveness and accuracy of cultural transmission. In translation practice, building interdisciplinary teams is an important strategy. The team should bring in historians and cultural researchers to provide background information, and bring in translation experts to be responsible for accurate expression of language, so as to clarify the core elements and translation priorities of cultural transmission in multi-party cooperation. At the same time, the cultural sensitivity of translators is an important link in promoting high-quality translation. Translators should have in-depth study of ceramic history and craftsmanship, and directly communicate with artists, in order to enhance the intuitive understanding of Jingdezhen culture. For example, they can watch the ceramic production process, and feel the subtlety of the craftsmanship and the inheritance of the cultural spirit, in order to more deeply understand the core of ceramic culture. On the basis of this deep participation, the translation practice can become a cultural representation and vividly convey the unique value of Jingdezhen ceramics to the international stage.

2.2 Optimize the Language Expression to Improve the Cultural Adaptation and Idiomaticity of the Target Language

To optimize the language expression of Jingdezhen publicity translation, it is necessary to start with the cultural

characteristics and language habits of the target language audience, and make clear the interests and needs of the target audience through detailed audience analysis. For example, ceramic enthusiasts pay more attention to technical details and artistic values, academic researchers tend to acquire rigorous background knowledge, and ordinary cultural consumers are more likely to be moved by content with narrativity and sensory appeal. Translation needs to adjust the language style and expression strategy accurately according to the audience to ensure the pertinence and effectiveness of information transmission.

Language quality control in the translation process is also crucial. The translation team should introduce a phased and multi-round proofreading mechanism to effectively improve the accuracy and readability of the translation^[3]. In the first stage, native speakers of the target language optimize language fluency, and in the second stage, experts in ceramic culture verify the professionalism and cultural accuracy of the content. The introduction of big data can also provide technical support for the optimization of language expression. By comparing the language patterns of excellent translated texts, refining efficient translation strategies, and constantly updating corpora, the compatibility between the translated text and the audience culture can be improved.

Continuous improvement of the idiomaticity of translated languages can also rely on international cooperation. The translation team can establish a long-term communication mechanism with cultural institutions in the target language country, such as ceramic museums or art colleges, and invite experts in the target language to deeply participate in the discussion and proofreading of the translated text, so as to facilitate the integration of localization advantages into translation practice. International translation workshops and language adaptation research activities can provide a multi-dimensional discussion platform for the translation of Jingdezhen ceramic culture. In cooperation with language experts from different cultural backgrounds, the translation team will more effectively explore and establish translation methods that conform to the expression habits of the target language, so as to achieve a deep connection between language and culture.

2.3 Establish a Sound Terminology Specification System to Enhance the Standardization and Consistency of Translation

The standardization and consistency construction of Jingdezhen publicity translation should be carried out with the core of the terminology standardization system. The translation team needs to conduct in-depth research and classification of existing terms related to Jingdezhen ceramics in order to lay a foundation for the subsequent standardized development.

The establishment of terminology specification system cannot be separated from a set of scientific and authoritative terminology base. The terminology base should cover various fields such as ceramic craftsmanship, cultural history, and academic research, and provide detailed definitions, contextual examples, and translation guidelines for each term^[4]. For example, describing the process steps, historical origin and artistic characteristics of the word “Doucai” (in Chinese) can help the translator choose a translation expression more in line with the communication scene. In the the construction of the terminology base, artificial intelligence technology can be used to extract and classify the terms in the existing translated text through the algorithms, and the database tool can realize the dynamic update and convenient call of the terms.

The construction of standardization requires clear and unified translation standards and usage rules. The rules should include the form of expression, contextual adaptation requirements and annotation criteria of terms, and provide specific guidelines for the treatment of untranslatable terms. For example, for ceramic terms with strong regional cultural characteristics, the dual expression form of “transliteration and free translation” can be adopted, and the cultural background can be explained through annotations, so as to ensure that the translation retains the authenticity of the term and enhances its intelligibility to the target language readers.

In order to promote the application of the terminology specification system in practice, the training of the translation team is very important. Local governments should regularly carry out professional training on the use of terminology bases, so that translators can better master the search and quotation of terms and the cultural logic behind them^[5]. In the actual translation work, translators can use the terminology check tool to automatically check the translation, so as to ensure the consistency and accuracy of the use of terms. At the same time, the terminology specification system can be promoted within the Jingdezhen ceramic industry, and its influence can be expanded through activities such as term conferences and translation seminars, so that it can gradually become the industry standard, and provide strong language support and normative guarantee for the international communication of Jingdezhen culture.

3 Conclusion

Jingdezhen publicity translation plays an important role in international communication, and its quality directly affects

the effect of local culture communication. Based on an in-depth analysis of the existing problems in translation practice, this paper puts forward some improvement strategies, such as combining cultural research with translation, optimizing language expressions and perfecting terminology norms. These measures will effectively solve the existing problems, and provide practical experience for the international spread of other local cultures. In the future, further strengthening the systematic study of cultural translation will help to present the unique charm of Jingdezhen more comprehensively and accurately, so as to continuously enhance the influence of Chinese culture on the international stage.

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