

Research on Publicity Translation of Jingdezhen Ceramic Cultural Heritage from the Perspective of Cultural Identity

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ABSTRACT

The publicity translation of Jingdezhen ceramic cultural heritage from the perspective of cultural identity is of great significance, but it faces many difficulties in practice, such as insufficient exploration of core connotations, contradictions between cultural characteristics and target audience background, and insufficient application of modern technology. These problems limit the depth and breadth of the spread of Jingdezhen ceramic cultural heritage in the international community, thus affecting the cultural identity. The above problems can be optimized from three aspects, including digging deeply into the core connotation of Jingdezhen ceramic cultural heritage to improve the accuracy and cultural depth of publicity translation, adjusting the translation strategy to better fit the backgrounds and needs of the target audience, and making full use of modern technological means to enhance the diversity and influence of cultural communication forms. The research shows that the publicity translation from the perspective of cultural identity can inject new impetus into the global communication of Jingdezhen ceramic cultural heritage and significantly enhance its cultural value and international influence.

KEYWORDS

cultural identity; Jingdezhen ceramic culture; publicity translation; cultural communication

As a typical representative of Chinese culture, Jingdezhen ceramic cultural heritage is internationally renowned for its long history and unique artistic value. However, in the context of globalization, its publicity translation is faced with the problems of imprecise expression of core connotations, inadequate adaptation between cultural characteristics and target audience, and low utilization rate of modern communication technologies. As a result, the identity shaping of Jingdezhen ceramic cultural heritage in the international community is limited and its cultural influence is not high. This paper will re-examine the publicity translation from the perspective of cultural identity, excavate the deep value of Jingdezhen ceramic cultural heritage, and optimize translation strategies to meet the needs of target audience. Meanwhile, it will combine the diversified application of modern communication technology to effectively enhance the communication power and influence of Jingdezhen ceramic cultural heritage in international cultural exchanges, so as to explore a new path for the globalization of Chinese culture.

1 The Importance of Publicity Translation of Jingdezhen Ceramic Cultural Heritage from the Perspective of Cultural Identity

Jingdezhen ceramic cultural heritage contains a complex system of crafts, materials, techniques and aesthetics. Through language conversion, the publicity translation enables the cultural core of this heritage to be widely disseminated, and creates a distinct cultural image of this heritage on a global scale, thus providing the possibility of contacting, understanding and even recognizing it for other cultures.

The diversity and uniqueness of Jingdezhen ceramic cultural heritage in the process of publicity translation can inject new elements into the global cultural ecology. Jingdezhen ceramic cultural heritage is a part of China's diverse cultural traditions. The artistic expression and cultural background of Jingdezhen ceramic cultural heritage can be transmitted through the accurate publicity translation, so that this heritage can be an important means to connect different cultures and be integrated into diverse cultural networks.

Through the publicity translation, the cultural status of Jingdezhen ceramic cultural heritage in the world will be further consolidated. In the context of increasingly fierce global cultural competition, the effectiveness of cultural exportation often depends on whether the content is attractive and persuasive. Jingdezhen ceramic cultural heritage has become a banner to display Chinese traditional culture with its exquisite crafts and profound cultural connotations^[1]. High-quality publicity translation can more comprehensively convey the philosophical thoughts, artisan spirits and aesthetic pursuits in this cultural heritage, thus promoting it to present a more vivid image on the international stage and gradually win worldwide recognition.

The publicity translation of Jingdezhen ceramic cultural heritage has a direct influence on the shaping of Chinese cultural image. Culture is an important component of soft power in the international arena, which can change the perceptions and attitudes of other countries by non-coercive means. With its unique art form and cultural significance,

Jingdezhen ceramic cultural heritage provides a window for China to display its cultural confidence. Based on the accurate publicity translation, the international community can feel the Chinese cultural connotation and aesthetic value carried by Jingdezhen ceramic cultural heritage, thus deepening the cognition of Chinese culture and forming positive cognition of China's national image.

On the economic level, the publicity translation of Jingdezhen ceramic cultural heritage can promote the globalization of related industries. Jingdezhen ceramics are not only works of art, but also cultural commodities in the international market, and the cultural added value of it can be more widely recognized through translation. Therefore, Jingdezhen ceramic cultural heritage can not only promote local economic development, but also further promote the protection and inheritance of cultural heritage through the interaction with the international market.

2 The Dilemma of Publicity Translation of Jingdezhen Ceramic Cultural Heritage from the Perspective of Cultural Identity

2.1 Lack of Accurate Excavation and Expression of the Core Connotation of Jingdezhen Ceramic Cultural Heritage

Jingdezhen ceramic cultural heritage is famous for its profound cultural deposits and historical significance, but the publicity translation usually focuses on the single description of artistry or crafts, but ignores the in-depth exploration of the core connotation of the heritage. Although it can show the external aesthetic value of the heritage, it is difficult to touch the spiritual core and cultural symbolic significance contained in Jingdezhen ceramic cultural heritage, so that the communication content is superficial. Due to this limitation of translation, it is difficult for international audiences to fully understand the cultural inheritance, social value and symbolic status of Jingdezhen ceramic cultural heritage as a symbol of Chinese culture, and to form a sense of cultural identity^[2]. At the same time, background differences in cross-cultural communication further magnify this problem. The publicity translation fails to effectively adapt to the cognitive habits and emotional needs of different cultures, which results in the lack of emotional resonance and deep sense of identity of Jingdezhen ceramic cultural heritage in international communication. In short, the publicity translation does not fully explore the core connotation, so that Jingdezhen ceramic cultural heritage fails to fully demonstrate its unique value and extensive significance in the global cultural exchange, and the cultural identity of it cannot be formed.

2.2 Fail to Balance the Uniqueness of the Ceramic Cultural Heritage with the Differences in the Cultural Background of the Target Audience

The publicity translation of Jingdezhen ceramic cultural heritage faces many challenges because of the differences in cultural backgrounds, which make the deep uniqueness of the heritage diluted repeatedly in cross-cultural communication. The cultural context and values of international audiences are often significantly different from those of China, and many terminologies, historical allusions or cultural symbols related to Jingdezhen ceramic cultural heritage cannot be accurately transmitted in the publicity translation, and even the misunderstanding is caused. Such neglect of the cultural background of the target audience makes it difficult to form emotional resonance between the translated content and the audience, which further weakens the effectiveness of publicity. In addition, in order to cater to the understanding habits of international audiences, the uniqueness and cultural connotation of Jingdezhen ceramic cultural heritage are abandoned in the simplification of some publicity translation content, so that the original cultural identity value is dissolved or blurred. The lack of balance between uniqueness and cultural differences of the target audience weakens the attraction of Jingdezhen ceramic cultural heritage in international communication, hinders its global significance as a link of cultural identity, and restricts the image building and value display of Chinese culture on the international stage.

2.3 Ignore the Important Role of Modern Publicity Technology in the Communication of the Identity of Jingdezhen Ceramic Culture

In the era of parallel development of globalization and digitization, modern technology has become an indispensable booster for publicity translation, but the publicity translation of Jingdezhen ceramic cultural heritage has shown obvious shortcomings in this field. The neglect of modern technology limits the breadth and depth of the international communication of this heritage, and hinders its effective integration into the pattern of global cultural exchange. At present, many publicity translations of Jingdezhen ceramic cultural heritage still adhere to the traditional static communication mode, which is difficult to keep up with the rapid iteration of the needs of international audiences. The technological lag directly weakens the expressiveness of Jingdezhen ceramic cultural heritage in multi-dimensional

communication, so that the cultural identity value carried by it cannot be fully demonstrated by the power of digital media^[3].

3 Paths of the Publicity Translation of Jingdezhen Ceramic Cultural Heritage from the Perspective of Cultural Identity

3.1 Dig Deep into the Core Connotation of Jingdezhen Ceramic Cultural Heritage to Improve the Accuracy of Translation

In order to improve the accuracy of the publicity translation, it is necessary to take the cultural identity as the guidance to dig deep and systematically sort out the profound connotation of Jingdezhen ceramic cultural heritage. First of all, a team of experts covering history, technology, cultural studies, sociology and other multidisciplinary fields can be organized to conduct a comprehensive study of Jingdezhen ceramic cultural heritage from multiple perspectives such as historical origin, craft essence, cultural symbol and social significance, thus providing rich and solid cultural background and content support for translation. Secondly, in translation practice, it must attach great importance to the symbolic meaning of Jingdezhen ceramics, and especially the connection between its cultural symbol of “porcelain capital” and its profound Chinese cultural identity, so as to ensure that these key connotations can be accurately and vividly integrated into the translation. In addition, a unified translation norm and standardized vocabulary covering ceramic terminologies and cultural terms can be developed to ensure consistency and professionalism of expression, so as to fully convey the unique value of Jingdezhen ceramic cultural heritage^[4]. Finally, it should make full use of the research results of culturology and semantics to optimize the presentation of the cultural connotation in the translated text, so that the translation text can not only faithfully reproduce the original intention, but also highlight the core characteristics and cultural charm of Jingdezhen ceramic cultural heritage.

3.2 Optimize the Translation Strategy to Realize the Combination of the Cultural Characteristics of Ceramic Heritage and the Needs of International Audiences

In order to realize the effective combination between the cultural characteristics and the needs of the target audience in the publicity translation of Jingdezhen ceramic cultural heritage, it is necessary to flexibly adjust the translation strategy under the guidance of cultural identity and build a translation framework that meets the needs of the international audience. First, the translation content should focus on the core parts of Jingdezhen ceramic cultural heritage that are the most representative and can highlight the cultural value, such as the classic ceramic craft passed down from generation to generation, the inheritance stories throughout history, and the important events related to international cultural exchanges. These attractive contents can stimulate the interest of the target audience. Second, the style of translation language should strike a balance between localization and globalization, which should not only highlight the uniqueness of Jingdezhen ceramic cultural heritage, but also ensure that the language expression is simple and easy to understand to make the audience smoothly understand the profound cultural connotation^[5]. Thirdly, through the cultural adaptation analysis, the cultural background and acceptance preference of the target audience can be thoroughly evaluated, and the narrative perspective and expression focus of the translation text can be reasonably adjusted, so as to make the content fit the cultural cognition of the audience. Fourth, experts in the field of cross-cultural communication can be introduced in the proofreading stage of translation to strengthen the cultural transmission of the text, so that it can faithfully present the unique connotation of Jingdezhen ceramic cultural heritage and achieve higher cross-cultural communication efficiency.

3.3 Use Modern Technology and New Media Means to Enhance the Communication and Recognition of Jingdezhen Ceramic Culture

In order to give full play to the role of modern technology and new media means in the publicity translation of Jingdezhen ceramic cultural heritage, it is necessary to build an all-media communication mode based on digital technology to improve the cultural communication in multiple dimensions and levels. First, artificial intelligence and big data technology can be introduced for intelligent processing of translation texts, and especially content verification, contextual adaptation and dynamic optimization, so as to improve translation efficiency and ensure the accuracy of language expression. Second, through social media and short video platforms, multi-language communication content can be created, such as refined translation texts, engaging cultural videos and interactive content displays, in order to further expand the forms of communication and stimulate the interest of international audiences. Third, virtual reality (VR) and augmented reality (AR) technologies can be introduced to build an immersive virtual display space, so that the

audience can perceive the rich connotation and artistic value of Jingdezhen ceramic cultural heritage in an immersive way. Fourth, multi-channel resources can be integrated to form a multi-level cultural communication network, enhance the recognition and influence of Jingdezhen ceramic cultural heritage on the international stage, strengthen its cultural identity value, and help achieve the global communication goal.

4 Conclusion

As an important symbol of Chinese culture, Jingdezhen ceramic cultural heritage needs to seek the innovation and optimization of its publicity translation from the perspective of cultural identity. The deep excavation of the core value of ceramic culture, and the combination with accurate expression and cultural symbols are important paths to achieve emotional resonance and cultural identity of international audiences. The organic combination of modern technology and new media communication means can enhance the communication depth and breadth of Jingdezhen ceramic culture and help it occupy a more important position in global cultural exchanges. In the future, it is necessary to pay more attention to the deep integration of cultural identity and digital technology in publicity translation, so as to promote the continuous improvement of the communication and influence of Jingdezhen ceramic cultural heritage in the international perspective.

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