

The Problems and Countermeasures of Publicity Translation of Shu Brocade

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Abstract: As one of the four famous brocades in China, Shu Brocade has a history of more than 2,000 years, and it is the treasure of silk culture in China and even in the world, which has a very high historical and cultural value. Under the background of globalization, culture is becoming more and more an important part of determining the influence of a country, so publicity translation has become the most important work of spreading culture. However, there are still many problems in China due to the late start of publicity translation. This study discovers some problems in the publicity translation of Shu Brocade and proposes corresponding countermeasures to improve the quality of publicity translation of Shu Brocade, so as to enhance the influence of Chinese culture in the world.

1. Introduction

In today's game of great powers, cultural soft power is becoming an important part of it, and enhancing cultural "soft power" has become an important task for a country to enhance its international competitiveness. Doing a good job of spreading Chinese culture to foreign countries has become an important way to show cultural confidence and improve the international influence of Chinese culture. Due to the differences in language and culture, coupled with the differences in the quality of different translators themselves, the translations of various versions have many differences and irregularities, which will inevitably have a negative impact on foreign communication, thus affecting the effect of cultural communication. Shu Brocade has a long history of more than 2,000 years, starting from the Qin and Han Dynasties and booming during the Tang and Song Dynasties.^[1] It is one of the four famous brocades in China. It is also the predecessor of Kyoto Nishijin Weaving, a national treasure of Japan. Shu Brocade is a treasure of Chinese and even the world's silk culture, with high historical and cultural value. In 2006, the Shu Brocade weaving technique was included in the first batch of national intangible cultural heritage list, and in 2010, the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China approved the protection of "brocade of Shu" as a geographical indication product. Under this circumstance, the publicity translation plays an important role in promoting Shu Brocade to the world.

2. Problems with Shu Brocade's Publicity Translation

As one of the most important contents of foreign communication, publicity translation is not a simple conversion between two languages, but is based on local culture and other cultures to realize the good transmission of content. Thanks to the implementation of the strategy of "cultural power" and "culture going out", how to disseminate Chinese culture and enhance the international influence of Chinese culture has become the focus of academic attention.^[2] As a world-class intangible cultural heritage, Shu Brocade has been revitalized and reintroduced to the society through the efforts of all circles. At the opening ceremony of the 31st FISU Summer World University Games, athletes walked on the "Embroidered Road" made of Shu Brocade, heading for their "Embroidered Future". Shu Brocade, like its flow on the Silk Road a thousand years ago, once again realizes the beautiful dialogue between Chengdu and the world, and lets the world see the charm of traditional Chinese intangible cultural heritage. Although the publicity of Shu Brocade has made some progress under the efforts of many parties, there are still many problems in the translation of Shu Brocade for publicity.

2.1. Insufficient attention

Although publicity translation work is one of the most important work of spreading Chinese excellent culture, but due to various reasons, China's excellent cultural publicity translation still has many problems.^[3] Governments at all levels in the process of foreign exchanges, focus on economic benefits and put less attention to social benefits, thus making the government not attach enough importance to the publicity of excellent Chinese culture, and its investment in this area is gradually shrinking. This has led to insufficient attention and even a perfunctory attitude towards the work of practitioners related to Sichuan brocade. They simply do not spend too much effort on serious research and speculation. Some Shu Brocade related translators even outsource the work of publicity translation to a third party, and the quality of their translated texts is of course quite low. In addition, governments at all levels have seldom issued the standards and management requirements for the publicity translation of Shu Brocade, and have not set up any specialized management departments and systems to carry out strict management. This kind of top-down awareness conveys that the lower-level units and individuals pay less attention to the quality of Shu Brocade's publicity translation.

2.2. Lack of specialized personnel

The translation of excellent Chinese culture requires not only good foreign language proficiency, but also a deep understanding of the political, economic, cultural, and historical backgrounds of China and foreign countries. It is also necessary to be good at translating and interpreting from the other party's perspective using authentic foreign languages to avoid differences in understanding and conflicts caused by cultural differences. When choosing a job, excellent translators often consider factors such as salary and career development, but in fact, jobs related to intangible cultural heritage are boring jobs with poor development prospects and low salaries, which leads to the reluctance of many excellent translators to engage in such jobs. Due to the limitations of their own ability, today's intangible cultural heritage translation practitioners have a large limitation in their thinking of cross-cultural translation work, and most of the translations are literal translations. Although the original Chinese text has strong logic, the corresponding translation quality is relatively low. It is difficult for foreign audiences to really understand the meaning. In addition, China has not yet formed a set of excellent Chinese culture publicity translation talent training mode. The translation majors in China's colleges and universities are all comprehensive training,

and the degree of professional expansion is not enough.^[4]

2.3. Ineffective regulators

Due to the expansion of enrollment in universities, the translation majors in various universities have expanded significantly. At that time, the entire translation industry experienced a lively scene of full expansion, but there was a mixed bag of good and bad. Laymen think that publicity translation is a very simple thing, as long as you know a foreign language. But the fact is that publicity translation is a highly professional and specialized field. Without solid language skills, strong cross-cultural communication skills and rich translation experience, it is difficult to produce high-quality translations. Since it is a professional field, it needs to be managed by a specialized department. The threshold of publicity translation in China is too low, and there is a lack of specialized departmental management. At the same time, due to the lack of supervision, some translation practitioners pursue speed and sacrifice the quality of translations just to get monetary returns. This not only affects the effect of cultural publicity, but also harms the image of the whole industry, so the relevant departments should strengthen the management and improve the quality and level of practitioners.

2.4 Lack of high-quality English version publicity materials

At present, there is no official English translation name for Shu Brocade. There are several translation forms available online, such as "Shu brocade", "Sichuan figured satin", "Tapestry from Sichuan", "Sichuan brocade", and so on. Shu Brocade also has no official English version publicity materials. There is no official English introduction about Shu Brocade available online, regardless of its development history or unique features. On the internet, only a small number of English introductions about Shu Brocade written by freelance writers can be found. Regarding the history of Sichuan brocade, there is only one English introduction with a few grammar errors and some terminology that is not very authentic. Moreover, there is no separate introduction to Shu Brocade found online. Only in the articles introducing the four famous brocades, it is introduced, but the characteristics of Shu Brocade are not well demonstrated in English. In short, Shu Brocade lacks high-quality English version publicity materials. Only through detailed descriptions in the form of pictures and high-quality English introductions can Sichuan brocade culture be better disseminated.

3. Publicity Translation Enhancement Strategies for Shu Brocade

3.1. Strengthening publicity efforts

Shu Brocade is an excellent Chinese culture, world-class intangible cultural heritage. Departments at all levels should improve the awareness of the publicity of intangible cultural heritage, recognize the important value and significance of intangible cultural heritage in improving the international influence of Chinese culture and enhancing the cultural confidence of the people. Nowadays, with the rapid development of Internet technology, new media platforms have become an indispensable thing in people's lives, which provides an important reference significance to the publicity of the Shu Brocade. We need to cultivate a group of propaganda talents who understand the characteristics of Shu Brocade and new media, and actively promote Shu Brocade on domestic and foreign new media platforms.

3.2. Strengthening supervision and management

Implementing the strategy of "telling China's story" and "culture going out" requires the support of governments at all levels, and the publicity and construction of intangible cultural heritage needs to give full play to the role of publicity interpreters. The role of publicity translation is important for the inheritance and promotion of Chinese culture and the enhancement of the international influence of Chinese culture. However, at present, there are many problems in the publicity translation of Shu Brocade, so the government and relevant departments need to increase their attention and establish a dedicated publicity and translation department for Shu Brocade and intangible cultural heritage, specifically responsible for improving and regulating the quality of Shu Brocade translations, and promoting the standardized promotion of Shu Brocade and other intangible cultural heritage internationally.

3.3. Training of translators

Translator is the most important link in the process of publicity translation, and its business level and working attitude play a decisive role in the quality of publicity translation. The Shu Brocade has a history of more than 2000 years and has profound historical and cultural value. In the publicity translation of Shu Brocade, the translator is required to have a broad knowledge reserve of Chinese and foreign cultures, solid theoretical background of translation as well as conscientious and responsible working attitude, and to use scientific and reasonable translation theories and cultural background to translate professionally. At the same time, they should actively refer to the publicity and translation of intangible cultural heritage in other regions to standardize the publicity and translation standards of Shu Brocade, correct problems in the translation process, and become disseminators of spreading excellent Chinese culture and telling Chinese stories well.

3.4 Utilizing new media platforms

New media has become an indispensable part of most people's lives, which provides new ideas for the inheritance and development of intangible cultural heritage.^[5] Many inheritors of intangible cultural heritage have started using short videos and online social platforms to showcase their intangible cultural heritage skills and share relevant knowledge and experience. These "amateur intangible cultural heritage craftsmen" not only rely on their passion and learn and communicate independently on the internet, but also are committed to exploring new and creative intangible cultural heritage handicrafts, injecting new connotations and vitality into traditional intangible cultural heritage, and becoming a new force for the inheritance of intangible cultural heritage. All relevant departments should fully recognize the role of new media platforms and organize a group of people who understand Sichuan brocade, translation as well as publicity to promote and translate Sichuan intangible cultural heritage such as Sichuan brocade through the new media platform.

4. Conclusion

The quality of publicity translation of intangible cultural heritage determines the dissemination and influence of intangible cultural heritage such as Shu Brocade in the international arena, and is the focus of the whole publicity translation. With the spread of globalization and the increase of China's influence in the international arena, publicity translation is becoming more and more important, and publicity translation bears the important task of helping international friends to understand our country. Therefore, the existing problems of publicity translation in China should be emphasized by all circles. Based on the current problems, we should tailor the measures to the case,

strengthen the construction of a standardized system, improve the professional literacy of practitioners, use appropriate translation strategies, objectively and clearly express the translation content, effectively improve the quality of intangible cultural heritage publicity and translation, and present excellent Chinese culture internationally.

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