

Translator's Identity Construction in Chinese Cultural Translation from a Cross-Cultural Perspective

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Abstract: Translation of Chinese culture is a comprehensive undertaking involving all parties and a process of dialogue among civilizations. Guided by the acceptance of context, we should deeply study readers' cultural mentality, downplay the political function of cultural translation, and avoid the “politicized assumption” of western readers. The translation of Chinese culture is not just a matter of epistemology, it involves the understanding of one's own culture, the re-understanding of translation and the understanding of western Sinology. Translators live in a specific social and political environment, and their specific translation practice reflects a certain social, cultural and political significance. Their identity or role in the process of translation is the key factor for the success of the translation and dissemination of Chinese culture. The translation and dissemination of Chinese culture should not only realize the cross-cultural reproduction of the text meaning at the linguistic level, but also convey the nationality of the culture and realize the cross-cultural construction of the national cultural landscape, so as to make the Chinese voice in the dialogue of civilizations.

1. Introduction

Translation, as a process of information transmission beyond language barriers and cultural barriers, is a communicative activity. In cross-cultural communication, the use of this communicative activity has broad prospects and is immeasurable. The translation of Chinese culture is not just a matter of epistemology, it involves the understanding of one's own culture, the re-understanding of translation and how to understand western Sinology [1]. There are many differences in knowledge structure and habit expression between Chinese readers and western readers [2]. How to achieve cultural appropriateness and solve problems in communication, reduce or avoid communication errors and cultural errors, shorten obstacles and distances caused by lack of understanding and even misunderstanding, and achieve the purpose of mutual communication and mutual understanding [3]. Translation of Chinese culture is a comprehensive undertaking involving all parties and a process of dialogue among civilizations [4]. Guided by the acceptance of context, we should deeply study readers' cultural mentality, downplay the political function of cultural translation, and avoid the “politicized assumption” of western readers. Translation is a purposeful cultural exchange and dissemination activity. As the main body of translation activities, translators live in a specific social and political environment, and their specific translation practice reflects certain social, cultural and political significance. Their identity or role in the process of translation is the key factor for the success of Chinese cultural translation and dissemination [5-6].

The translation of Chinese culture reveals the worldwide significance of Chinese culture. This is not to say that Western countries have completely accepted the spirit of ancient Chinese culture according to our understanding, but that Chinese culture has entered Western culture through the translation of these traditional cultures and opened their understanding of the East and China [7]. These understandings and acceptances have formed a part of their culture. Translation and dissemination of Chinese culture is a kind of social and cultural exchange activity in which texts or materials bearing Chinese culture are translated into the target language by translators through appropriate translation strategies and cultural dissemination is carried out. Its purpose is to translate and disseminate Chinese excellent traditional history and culture to foreign countries [8]. Translation, aiming at promoting the communication between people and the progress and

development of society and even the world, is an indispensable work for the communication between countries in modern society and the increasingly developed world [9]. The translation and dissemination of Chinese culture to foreign countries should not only realize the cross-language reproduction of the text meaning at the language level, but also convey the nationality of culture and realize the cross-cultural construction of the national cultural picture, so as to give out the Chinese voice in the dialogue of civilizations.

2. Cultural Differences and Language Contrast

Culture is the environment of human life, and all aspects of human life are influenced by culture and change with the change of culture. Culture determines people's existence, including self-expression and emotional expression, thinking, behavior, problem solving and so on. The translator is in a certain social and cultural environment, and his activities must be carried out in a certain social and cultural environment and reflect certain cultural significance. To some extent, social and cultural factors often determine the translator's translation attitude, translation motivation and even the choice of translation content. Whether from the critical aspect or from the positive aspect, it is doomed that China, as the other of western culture, becomes the chameleon in the eyes of western culture. These changes can't change the value of Chinese culture itself and its position in the history of world culture, but it is precisely this different reflection of China's cognition and image in different periods. Translation of Chinese culture is a kind of competition between the weak and the strong. However, it is worth pondering and considering how to eradicate a deep-rooted western understanding system of the East and dispel the “Chinese image” constructed by the Cold War mentality. Examining the evolution of translator's identity from the historical process of translation development, it is not difficult to find that translator's identity has been changing, and its long-term evolution trend is gradually from closed and conservative to open and extroverted.

As the subject of translation, the translator's cultural awareness will affect the dissemination of cultural information, and his language and cultural cultivation and cross-cultural awareness will inevitably affect the quality of translation activities. The translator's familiarity with the two languages and their cultural background, translation motivation, social and cultural environment, translation view, cultural view, even age and personality may affect the translation quality and communication effect. From the perspective of Chinese cultural history, this ancient Chinese culture, which has traveled abroad and entered the western cultural history, is not completely unrelated to Chinese own culture^[11]. This misread and distorted Chinese culture is always associated with real China, real Chinese culture and spirit in one way or another, and this cultural bond has always existed.

Communication is a process of interaction between two parties and many other factors. Information can be transmitted but meaning cannot be transmitted, because it often exists in psychological, social, communicators and cultural environmental factors, and the same information can be given different meanings in different environments. Cross-cultural communication skills consist of three parts, as shown in Figure 1.

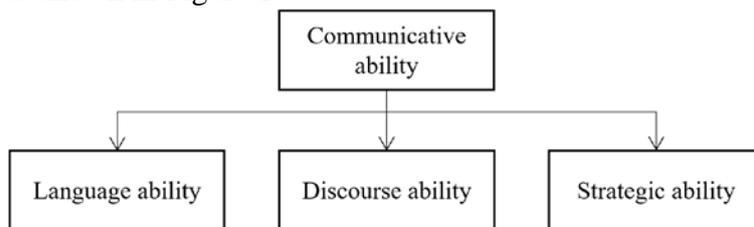


Fig.1 Composition of Communication Ability

When cultural translation is understood as a kind of “confrontation” or “confrontation” behavior, hiding the rights and “resistance” consciousness in it will cause Westerners to resist unconsciously and often misread our original intention of “cultural exchange”. The spread and influence of Chinese culture in the world and the western acceptance of Chinese culture need to be explained by a new theory. Due to cultural differences, the cultural connotations of vocabulary are sometimes

basically the same or similar in two cultures, but sometimes quite different. If the translator has strong cultural awareness and ability level, he will examine and understand the original with unique cultural aesthetic ability in the specific translation process, and can adopt appropriate translation strategies to engage in translation and communication more effectively, thus realizing the reconstruction and repositioning of the translator's cultural identity.

3. Translation Orientation of Chinese Culture Going Global

For those who are engaged in the translation and dissemination of Chinese culture, they should not only have the basic qualities of engaging in cultural translation activities, but also build and assume a variety of specific identities. The ideal translator mode of Chinese culture translation is “combination of Chinese and Western”. First, Chinese translators give the initial translation, and then sinologists and translators who are proficient in Chinese and Western cultures look at the translation from the perspective of the target language readers, and make changes and proofreading. Translator's translation motivation and intention directly affect the choice of translated works. In different periods, due to different historical backgrounds and translation motives, there are great differences in the choice of translated works in the translation field, especially for a long time in the past, translators often passively translate given works according to the requirements of publishing houses and other departments and institutions^[12]. In the current translation activities aimed at spreading Chinese culture, translators should try their best to keep the characteristic cultural images in Chinese culture, instead of using assimilation or domestication, otherwise it is equivalent to re-strengthening the strong culture, which leads to the misunderstanding of Chinese culture by the target language readers, thinking that the cultural images adopted by both sides are the same.

The choice of translation strategy is determined by the position of translated literature in the pluralistic system of literature. When the translated literature occupies the central position, the translation will pay attention to the adequacy, try to preserve the form and structure of the original text, and make the translation become a medium for introducing new ideas, projects and features. For a long time, Chinese culture has been in a relatively weak position in the cultural exchanges between China and the West, so the translation and dissemination of Chinese culture to foreign countries must overcome or overcome this difference. From the perspective of cultural sociology, cultural attitude depends on the occupation of the self and the other in the power difference structure and the amount of capital they occupy. As a comprehensive index, translation reflects the power structure relationship between different cultures to some extent, and is a social and political behavior involving power distribution, integration and struggle. The rise of China will inevitably bring about the development of culture, which will inevitably bring about the impact on the European and American cultures that have dominated the world for nearly 400 years. For the change of this cultural pattern, the western ideological and cultural circles still cannot adapt to it, and it is still the main theme of the western mainstream media to sing China down^[13].

When choosing Chinese culture translation strategies, translators should adopt foreignization translation strategies to interpret and translate Chinese culture from the perspective of China, so as to show the translator's subjectivity and construct the translator's cultural identity, and effectively carry out translation activities to spread Chinese culture. Figure 2 is an overview model of translator's research.

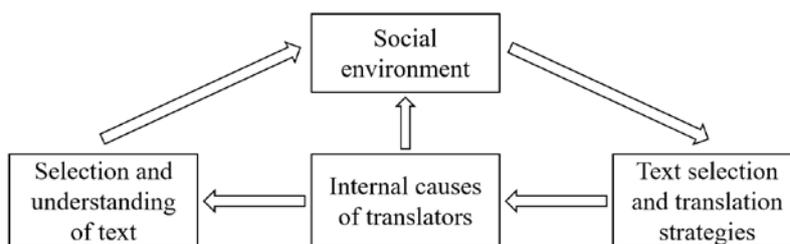


Fig.2 Translator's Study of the Overall Model

In order to carry out effective cultural translation and communication, translators must

comprehensively consider multiple dimensions such as language, culture and politics, and need to have multi-dimensional consciousness and bi-cultural ability. Although quite a number of people of insight in Europe and the United States have sharply criticized the western imperial culture and actively advocated multicultural dialogue, this voice is not the mainstream. Therefore, the current cultural relations between China and the West are in an important adjustment period. Translation strategy is a method adopted to solve problems in translation under the guidance of translation purpose. There is a dispute between domestication and foreignization in the choice of translation strategy. The translation strategy of domestication is to tend to the reading experience of the target language readers and adopt the expressions used by the target language readers to convey the content of the original text. However, the translation strategy of alienation is centered on the source language culture, so the translator should keep readers close to the author's context, and try to keep the exotic atmosphere of the source language culture in the translation.

4. Conclusions

As an interlingual communication, translation is not only a process of language transformation, but also a process of cultural exchange and transplantation. Translation activity is actually a kind of cultural communication and communication activity, and we must give a new understanding and orientation to the translator's identity. Translators must move from edge to center in translation activities, and their dominance, initiative and creativity should be fully publicized. The choice of translation strategy is determined by the position of translated literature in the pluralistic system of literature. Interlanguage information transmission between different objects and different occasions involves the cultural differences of different nationalities. With the deepening of cultural exchange and mutual understanding, the more communicators know about the cultural similarities and differences between the two sides, the more likely they are to succeed in cross-cultural communication. In order to carry out effective cultural translation and communication, translators must comprehensively consider multiple dimensions such as language, culture and politics, and need to have multi-dimensional consciousness and bi-cultural ability. Ren Zhong, the translator who is engaged in translating Chinese culture into foreign languages, has a long way to go. He needs to have a high degree of cultural consciousness and self-confidence, starting from bit by bit, so that the world and China can build and share a more harmonious community of human destiny together.

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