

An Analysis on the Way of Spreading Chinese and French Culture Through “Sino-French Bridge Translation Studio”

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Abstract: The “Sino-French Bridge Translation Studio” is a platform to spread Chinese culture in French. Spreading the voice of China and telling Chinese stories in French is the responsibility and mission of every French speaker. In response to the call of the Party Central Committee to the contemporary youth, combined with the “Belt and Road” policy, the “Sino-French Bridge Translation Studio” came into being. Taking what we have learned in college as a starting point, we have developed on multiple platforms at home and abroad through the power of translation and media, and made full use of the learning and practice results of the first and second classes in the discipline construction of the French Department of our university to combine the results of “double classes”. Using French as a medium to spread Chinese culture, combining “translating out” and “bringing in”. In addition to enhancing the cultural confidence of the Chinese people, it will also enable people in French-speaking regions around the world to better understand contemporary China and contribute to the cultural exchanges between China and France.

Keywords: Sino-French bridge; Translate; Chinese and French culture; Propagate

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1. Introduction

With the continuous deepening of economic development and foreign exchanges, the foreign cultural exchanges of our country show a good and prosperous scene. At the same time, thanks to the rapid development of communication technology, people can make their own voice through a small mobile phone and understand the vast unknown outside world. At the same time, as a populous country in the world, China has a large number of French learners throughout the country, among which there are not only college students who take French as their major, but also a large number of French lovers who yearn for the impact of French culture. As a non-common language, there is little information about French and Chinese in the market, and there are relatively few channels to spread Chinese voices in French.

In recent years, a large number of disseminators of excellent traditional Chinese culture have emerged from the perspective of new media, taking “Li Ziqi” as an example. At first, she used simple clothes to show the public the quiet and quiet of Chinese countryside, reproducing the leisurely style of “picking chrysanthemums East Hedge” written by ancient literati. Subsequently, the wide spread of his works in the international community not only brought a “fresh breeze” to foreign friends that could temporarily blow away the impetuous current society, enhanced his understanding of the excellent traditional Chinese culture, but also greatly enhanced the cultural confidence of Chinese people, and gave an excellent example for the Chinese traditional culture to go international in the new era. It can be seen that it is feasible and highly positive for China’s excellent traditional culture to “go out”, so as to let more people know about China, enhance the mutual understanding and mutual respect between the Chinese people and the people of the world, promote the exchange and mutual learning between Chinese culture and the excellent culture of other countries in the world, and achieve a more positive and beautiful future.^[2]

2. The purpose of the establishment of “China-France Bridge Translation Studio”

“China-france Bridge” translation Studio aims to fill the market gap in this field, seize market opportunities, spread Chinese

voices in French, and tell Chinese stories. Based on the current situation of contemporary China's development, combined with the "One Belt and One Road" policy, in response to the call of the Party Central Committee for contemporary youth, based on college professional learning as a starting point, relying on rich professional curriculum construction achievements, The project aims to translate the excellent traditional culture of China's Red Revolution, Chinese policies, Chinese cuisine, Chinese film and television works, Chinese history and Chinese tourism into French and produce them in the form of tweets, dubs and short videos, so as to build a platform for French learners across the country to tell Chinese stories well in French. This will enable people in French-speaking regions around the world to better understand contemporary China and contribute to cultural exchanges between China and France. We believe that through the power of translation and the media, the Francophone world can gain a deeper understanding of China and its rich culture. As a country with a long history of 5,000 years and a unique cultural tradition, China has endless stories and values. We are committed to mining these stories and sharing them with Francophone audiences and readers in the medium of French. To build a platform for French learners across the country to tell Chinese stories well in French, so that people in French-speaking regions around the world can better understand contemporary China and contribute to Sino-French cultural exchanges. In addition, the project requires a lot of French translation work, which is undoubtedly a very good practice opportunity for college students who are studying French as a major. Relying on a large number of high-quality discipline construction achievements such as "Overview of France", "Chinese Society and Culture", and "French Translation of Tourism", students will be able to translate classroom content into work practice.^[1]

3. The characteristics and innovation of Sino-French Bridge Translation Studio

3.1 Multi-platform development at home and abroad

Based on one platform and supplemented by multiple platforms: relying on wechat public accounts and other popular self-media platforms such as Tiktok, b Station, Xiaohongshu and twitter, we spread Chinese excellent culture through tweets and short videos with domestic French lovers and foreign Chinese culture lovers as the main audience groups. At the same time, since the target audience is mainly young French lovers in China, and the output content is a combination of tweets and micro-videos, we choose the multi-platform operation mode with Xiaohong Book, which is active among young users, as the main platform, and other platforms assist in drainage, so as to make full use of the platform communication advantages of the We-media era and increase content exposure. Then through their own continuous output of high-quality content to attract fans, expand the volume of the account, in order to achieve the benign operation of the account in the form of traffic realization. Create quality translation content: The China-France Bridge Translation Studio can translate and create some unique content, such as the story of the interweaving of Chinese and French cultures, and the language comparison between Chinese and French. This content can be distributed through blogs, e-books, audio and video to attract the attention of the target audience. At the same time, Sino-French cultural exchange activities, such as online forum performances, will be held. Through mutual learning and sharing, attract the target audience to participate, improve the visibility and reputation of the studio in the target audience.

3.2 Combination of "double classroom" results

The implementation of this project requires a lot of French translation work, which will be transformed by relying on a large number of high-quality discipline construction achievements of the university, such as "Overview of France", "Chinese Society and Culture" and "French Translation of Tourism", and making full use of the learning and practice achievements of the first and second classes in the discipline construction of the French Department of the university, which can not only reduce the workload, but also reduce the workload. It can also build a good platform for the professional practice of the students of the French department of our university to achieve mutual benefit and win-win situation.

3.3 Combine "translate out" and "bring in"

Translating Chinese culture to the outside world, providing a stage for local French lovers to practice, and introducing Chinese culture and social life to foreign Chinese culture lovers to help them better understand contemporary China and historical China; "Bring in" introduces the culture and social life of the French area to the local French lovers, promotes the cultural exchange of the two sides, improves the cross-cultural communication ability of the local French lovers and helps them expand their international vision.

4. Future planning of "Sino-French Bridge" Translation Studio^[3]

4.1 Continuous output of wechat public account content

"China-france Bridge" translation Studio will continue to use the wechat public account as the main communication platform, and is committed to continuously launching in-depth and wide-ranging content. The eight issues that have been released cover the

topics of “Four treasures of the Study”, “Ancient Chinese National Day to today’s Eleven Golden Week”, “Double Ninth Festival: a traditional cultural event”, “Chinese Embroidery: The beauty of the art of bustling weaving”, “Winter alarm Sounds - It is the beginning of Winter again”, providing a wealth of Chinese culture content for French learners and French culture lovers. In the future, we will further expand the theme, dig deeper into the treasures of various fields in China, and attract and meet the needs of audiences with richer content.

4.2 Introducing innovative elements and interactivity

To increase the appeal of our content, we will continue to introduce innovative elements and interactivity. Through the wechat public account, we plan to launch more creative short videos, illustrated tweets, etc., to present the beauty of Chinese culture in a more intuitive and vivid form. At the same time, with the help of the interactive wechat platform, we actively interact with the audience to understand their feedback and needs, so as to better meet their expectations for Sino-French cultural exchanges.

4.3 Expand social media presence

In addition to wechat public accounts, we will use other social media platforms such as Douyin, b Station, Xiaohongshu, Twitter, etc., to further expand our social media influence through tweets and short videos. This will help spread Chinese and French culture to a wider audience, especially young French learners and culture lovers at home and abroad, and promote their deeper understanding of China.

4.4 Continue to cultivate team professionalism

In order to ensure the professionalism and quality of the content, we will continue to train the team members of the “Sino-French Bridge” translation studio. Combined with the university’s professional courses such as “Overview of France”, “Chinese Society and Culture” and “French Translation for Tourism”, we will provide more practical opportunities for team members to apply the knowledge they have learned to practical translation work, so as to improve their translation skills and cross-cultural communication skills.

4.5 Dig deeper into featured themes

In the future, the “China-France Bridge” translation Studio will dig deep into the characteristic themes, and show the diversity of Chinese culture through in-depth reporting and analysis. Special attention is paid to the unique areas of traditional Chinese festivals, intangible cultural heritage, rural revitalization, etc., to convey more specific and vivid Chinese culture to the French-speaking area, so that the audience can have a more comprehensive understanding of China’s rich traditional and contemporary civilization.

5. Conclusion

Through the published wechat public issue and the future planning outlook, we can see that “China-France Bridge” translation studio has made certain achievements under the mission of spreading Chinese voices and telling Chinese stories in French. On the basis of the wechat public account, we will further enhance the diversity, depth and innovation of the content, expand the influence on the social media platform, and pay attention to the training of the team and the improvement of professional quality. Through this series of efforts, we hope that “China-France Bridge” translation Studio can better serve French learners in the future, promote cultural exchanges between China and France, and make greater contributions to the deepening of China-France friendly relations.

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