

Study on English Publicity Translation of Xi'an Characteristic Folk Culture under the New Media Environment

Yuan Liu

Qufu Normal University, Rizhao 276826, Shandong, China

Abstract: In the current digital wave sweeping the world, new media, with its unique communication power and extensive influence, has set up a new stage for cultural exchange. Xi'an, an ancient city with profound cultural heritage, has become a bright color in the international vision with its colorful folk culture. This paper makes an in-depth analysis of the new opportunities brought by the new media environment for the international dissemination of Xi'an folk culture, and focuses on how to pass the unique charm of Xi'an across the boundaries of language and culture to the global audience through accurate and creative English publicity translation strategies. Through the combination of case analysis and theoretical discussion, this paper not only refines the translation methodology adapted to the characteristics of new media, but also constructs a cultural communication path based on interaction and feedback, aiming to contribute new ideas to the display of global cultural diversity and the improvement of Xi'an's cultural soft power, and provide a blueprint for similar cultural publicity practices.

Keywords: New media; Xi'an; Characteristic folk culture; English publicity translation

Quote:

With the rapid development of information technology, new media has profoundly changed the pattern of cultural communication with its characteristics of immediacy, interaction and globalization. In this era, cultural exchange and dissemination are no longer limited by geographical boundaries, but cross national borders at an unprecedented speed and breadth, realizing the integration and symbiosis of cultural diversity. Xi'an, as one of the important birthplace of Chinese civilization, its rich folk culture resources are not only a treasure of Chinese culture, but also a unique bridge connecting the world and promoting international exchanges. However, in the face of global cultural competition, the spread of Xi'an folk culture still faces many challenges, especially in the level of language conversion and cultural adaptation. Therefore, it is particularly important to explore effective English publicity translation strategies of Xi'an characteristic folk culture under the new media environment.

1. Current situation and challenge of cultural communication in the new media environment

1.1 Functions and advantages of new media in cultural communication

1.1.1 Immediacy and global coverage: With its unparalleled transmission speed, new media can instantly cross geographical boundaries and deliver information to every corner of the world. This immediacy not only shortens the cycle of cultural transmission, but also greatly broadens the scope of cultural audience, making Xi'an characteristic folk culture quickly reach the international stage.

1.1.2 Deep interaction and personalized experience: New media platforms emphasize user participation and interaction. Through such functions as comments, likes and sharing, users can actively participate in the process of cultural transmission and form a unique cultural experience^[1]. This personalized and customized communication mode makes Xi'an characteristic folk culture closer to the audience, and enhances the attraction and appeal of the culture.

1.1.3 Multimedia integration and immersive experience: New media integrates text, pictures, audio, video and other media forms,

providing rich and diverse expression methods for cultural transmission. Through the application of virtual reality (VR), augmented reality (AR) and other technologies, the audience can feel the charm of Xi'an characteristic folk culture and get an unprecedented immersive experience.

1.2 Challenges faced by the publicity of Xi'an characteristic folk culture

1.2.1 Cultural gap and interpretation differences: People with different cultural backgrounds have differences in values, aesthetics and other aspects, which may lead to understanding obstacles in the transmission of Xi'an characteristic folk culture. How to cross the cultural gap and accurately convey the essence of culture has become a major challenge in external publicity translation.

1.2.2 Different translation quality and standards: Translation quality directly affects the effect of cultural transmission. At present, the quality of translation in the market is uneven, and some translated works have problems such as mistranslation and missing translation, which seriously affects the international image of Xi'an characteristic folk culture [2]. Therefore, it is particularly important to establish a unified translation standard and quality control system.

1.2.3 Information explosion and accurate communication problems: New media platforms have massive information and fierce competition. How to stand out from many information and achieve accurate dissemination is another difficult problem faced by the external publicity of Xi'an characteristic folk culture. This requires attention to strategic planning in the communication process, the use of big data, artificial intelligence and other technical means for accurate positioning and analysis, and improve the efficiency and effect of communication.

2. English publicity translation strategies of Xi'an characteristic folk culture under the new media environment

2.1 Adhere to the principles of cultural adaptation and translation

In the dynamic and transformative communication environment of new media, the English publicity translation of Xi'an characteristic folk culture should not only accurately convey the cultural essence, but also skillfully integrate the target language and culture to achieve effective cultural exchange and dissemination [3]. First of all, the translator needs to conduct an in-depth study of Xi'an characteristic folk culture to understand its historical background, social significance and emotional value. Through literature review, field visits, communication with local people and other ways to ensure the accurate grasp of the cultural essence. In the process of translation, for elements with unique cultural significance, such as place names, festival names, traditional customs, etc., the original style should be preserved as far as possible, while taking into account the acceptability of the target language and culture, appropriate innovative translation should be carried out to achieve cross-cultural resonance. Literal translation can preserve the form and structure of the original text, but it may sometimes lead to understanding obstacles due to cultural differences. In this case, free translation can be combined with interpretation and conversion to make the translation more in line with the cultural habits and expressions of the target language. For example, when translating the names of Xi'an special snacks, literal translation with annotations can be adopted, which not only retains its characteristics, but also is easy to understand. According to the communication characteristics of the new media platform, the content should be appropriately increased or decreased to improve the communication effect. Additional translation can supplement the cultural background information and make the audience understand the cultural connotation better. Reducing translation removes redundant information and makes the translation more concise and clear. However, the core meaning of the original text should be kept unchanged.

In addition, new media platforms such as social media and short videos have unique contextual characteristics, such as more colloquial, relaxed and humorous language styles. When translating, the language style should be adjusted according to the characteristics of the platform to make the translation closer to the audience. In the process of translation, by describing specific situations or constructing cultural scenes, audiences can better understand cultural phenomena. For example, when introducing the ancient city wall of Xi'an, the translation can be combined with the historical background, the structural characteristics of the city wall and its functions in modern society, so that the audience can feel its charm in an all-round way.

2.2 Translation practice under new media platform

Under the new media environment, the English publicity translation of Xi'an characteristic folk culture is no longer limited to traditional text description, but with the help of diversified new media platforms, it is presented to the global audience in a more vivid, intuitive and interactive way. For example, short video translation on social media can create an immersive cultural experience. In the specific practice, we first dig into the unique elements of Xi'an folk culture, such as shadow play, Qin opera, paper-cutting art, etc., and create short video content full of stories and interest. In translation, the focus is on language simplicity and emotional communication,

while using captions, titles and labels and other elements, combined with keyword optimization, to improve the discoverability and attractiveness of the content. Visually, high-definition shooting, color matching and special effects are used to enhance the visual impact and appreciation of the video, so that the audience can feel the charm of Xi'an folk culture in the dual enjoyment of vision and hearing. The video is interspersed with a brief explanation of folk culture, using easy-to-understand English expressions to explain its historical origin, cultural connotation and symbolic significance. Viewers are encouraged to leave comments, share personal insights or ask questions in the comments section to create a positive interactive atmosphere. By responding to comments and holding online question-and-answer activities, we will enhance the sense of interaction and participation with the audience and further deepen their understanding and interest in Xi'an folk culture.

2.3 Improve the cross-cultural communication and feedback mechanism

New media platforms such as social media, forums and blogs can be used to create a multilingual communication community with the theme of Xi'an's characteristic folk culture^[4]. By inviting domestic and foreign cultural enthusiasts, scholars, translators, etc., to form a diversified communication group. Online and offline cultural experience activities can also be held to enhance cultural identity. Using new media technology to create online cultural experience activities. Let the audience feel the charm of Xi'an characteristic folk culture through virtual tour, interactive games and other ways. Organize offline cultural salons, exhibitions and other activities, and invite domestic and foreign guests to participate. Through on-site explanation, demonstration, interaction and other means, to enhance the audience's understanding and recognition of Xi'an characteristic folk culture.

Concluding remarks:

To sum up, new media has provided unprecedented opportunities and challenges for the English publicity translation of Xi'an characteristic folk culture. To formulate scientific and reasonable translation strategies and make full use of the advantages of new media platforms can better show the unique charm of Xi'an to the world and promote cultural exchanges and mutual learning. With the continuous progress of technology and the in-depth development of globalization, the international influence of Xi'an characteristic folk culture will be further enhanced and become an important cultural link connecting the world.

References:

- [1] Pan Yiting. Research on External publicity of Hengyang Characteristic Folk Culture and its translation Strategy [J]. English Square,2020(7):42-45.
- [2] Song Jinyu. A Study on the translation Strategies and methods of Folk Culture under the guidance of the Cultural Translation View -- A case study of Shennongxi Meticulous Culture [J]. New Legend,2023(33):22-24.
- [3] Xie Shui-maya, He Li-ling. Research on Corpus-based translation methods of folk culture words -- A case study of the names of folk festivals in Guangxi [J]. English Abroad (II),2021(12):66-67.
- [4] He Haizhen. Study on the External Communication of Yulin Culture -- A Case study of the foreign translation of Folk songs in Northern Shaanxi [J]. Modern English,2020(13):49-51.

About the author:

Yuan Liu, Qufu Normal University, 1980.03.12. Han Nationality, Graduate student. Instructor, language education