

To Explore the Translation Strategies of External Publicity from the Perspective of Cross-cultural Pragmatics

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Abstract: In the context of globalization, cross-cultural communication has become an important form of communication and cooperation between countries. As a bridge of cross-cultural communication, the quality of external publicity translation directly affects the accuracy of information transmission and the effect of cultural communication. Cross-cultural pragmatics research points out that there are significant differences in language use and communication habits in different cultural backgrounds, especially in publicity translation. Therefore, how to effectively apply cross-cultural pragmatics and adjust translation strategies in the process of translation has become a key issue in the practice of external publicity translation. The purpose of this study is to explore the strategies to be adopted in the translation of external publicity from the perspective of cross-cultural pragmatics. By analyzing the specific application of cultural adaptation, contextual sensitivity, communicative intention and politeness strategies, this paper reveals the effect of these strategies in practical translation.

Keywords: Cross-cultural pragmatics; External publicity translation; Tactics

Introduction:

Pragmatics mainly studies the relationship between language use and language users. Cross-cultural pragmatics, which was formed in the 1980s, is a new discipline developed on the basis of comparative linguistics, pragmatics and cross-cultural communication studies. It is the product of the trend of horizontal expansion and vertical deepening of linguistics in the context of globalization. Compared with pragmatics, cross-cultural pragmatics focuses more on the social and cultural background, thought and behavior of different languages in communication.

1. Definition of cross-cultural pragmatics

Cross-cultural pragmatics is an important branch of linguistics and cultural studies, which mainly studies the rules and characteristics of language use in different cultural backgrounds. At its core lies an understanding of how language functions in a particular cultural context and how people in different cultures communicate effectively through language.

The research objects of cross-cultural pragmatics include speech act, context, politeness principle and culture-specific pragmatic norms. Speech act refers to various behaviors that people complete through language in the process of communication, such as request, apology, gratitude, etc. Under different cultural background, there are obvious differences in people's understanding and use of these speech acts. For example, in some cultures it may be considered polite to express a request directly, while in others it may be more appropriate to express it indirectly. Context is the key to cross-cultural pragmatics. Context includes the physical, social and cultural background of language, which influences the understanding and use of language.

2. Translation strategies of external publicity from the perspective of cross-cultural pragmatics

2.1 Cultural adaptation strategies

2.1.1 Adjust cultural background information

Adjusting cultural background information refers to the necessary modification and supplement of the cultural information in the source text according to the needs of the target culture in the translation process. This teaching strategy can help target readers

better understand and accept the translated content. For example, when translating an article about the Chinese Spring Festival, if the target audience is people in Western countries, the translator may need to explain some customs and cultural background of the Spring Festival, such as “Posting Spring couplets” and “lighting firecrackers”, so that readers can better understand the cultural significance behind these customs. In class, teachers can show pictures and videos of the Spring Festival and introduce the cultural background in detail, so that students can not only understand the specific customs of the Spring Festival, but also understand the cultural connotation behind it. For example, when explaining the custom of “pasting Spring couplets”, teachers can introduce the origin, content and symbolic meaning of spring couplets to help students understand the cultural background of this traditional custom^[1].

2.1.2 Expressions adapted to the target culture

The expression mode adapted to the target culture means that in the translation process, the language of the source text is adjusted according to the language habits and expression modes of the target culture. This strategy can make the translation more in line with the target readers’ language habits, so as to improve the readability and acceptability of the translation. For example, when translating an official statement of the Chinese government, if the target audience is English-speaking people, the translator should pay attention to avoid overly formal and complicated expressions, and try to use concise and clear language that conforms to English expression habits. In classroom teaching, teachers can help students master ways to adapt to the target cultural expression through specific translation exercises. For example, when translating a Chinese news report, teachers can guide students to divide long and complex sentences in Chinese into short and simple sentences in English to make the translation more concise and clear^[2]. At the same time, teachers can also help students understand the expression habits in different languages and cultures by comparing and analyzing the differences between Chinese and English expressions, so as to improve their cross-cultural translation ability.

2.2 Context-sensitive strategies

2.2.1 Understand the context

Context plays a particularly important role in cross-cultural translation. People in different cultures may interpret the same sentence or the same behavior very differently. For example, polite expressions in some languages may not have direct equivalents in another language, or they may be used differently in different contexts and frequencies. Therefore, translators need to have a deep understanding of the context of the source text and consider the context of the target audience when translating. In classroom teaching, teachers can illustrate the importance of context to language understanding through specific cases. For example, when translating a dialogue involving cultural differences, teachers can guide students to analyze the contextual factors in the dialogue, such as the speaker’s identity, communicative purpose, social relations, etc., and discuss how these factors affect the translation and understanding of the dialogue content^[3].

2.2.2 Adjust the contextual factors in translation

In the process of translation, the translator needs to make appropriate adjustments to the contextual factors in the source text according to the context of the target audience. For example, when translating an article about Chinese tea culture, if the target audience is Western people who know little about tea culture, the translator needs to explain the technical terms and cultural background to help readers better understand the content of the article.

In the classroom, teachers can help students master the method of adjusting context factors through translation exercises. For example, when translating a text describing the habit of drinking tea in China, teachers can guide students to discuss which cultural background information needs to be explained and which expressions need to be adjusted, so as to make the translation more in line with the understanding habits of the target readers. Teachers can also compare different translated versions to analyze their impact on the target audience’s understanding and acceptance, and further explain the importance of context adjustment.

2.3 Communicative intention strategies

In publicity translation, communicative intention refers to the purpose and effect that the speaker or author hopes to achieve through language. It includes transmitting information, expressing attitude, influencing audience behavior and so on. Different audiences have different cultural backgrounds, knowledge levels and information needs. Therefore, in publicity translation, translators need to make appropriate adjustments to the translated content according to the needs of the audience. For example, when introducing Chinese cuisine to foreign visitors, translators may need to explain some unique cooking methods and ingredients, while avoiding overly technical terms to make the content easier to understand.

2.4 Politeness Strategies

2.4.1 Understand the politeness principle in the target culture

Different cultures understand and practice politeness differently; in Western cultures, direct expression of personal opinions and intentions is seen as confident and honest, while in Eastern cultures indirect expression and humility are seen as polite and

respectful. Therefore, translators should first understand the politeness principle in the target culture and apply it flexibly in the translation process.

2.4.2 Using politeness strategies in translation

In the process of translation, translators need to make appropriate adjustments to the polite expressions in the source text according to the politeness principles of the target culture. Specifically, it can be achieved through the following aspects:

Adjust addresses and titles: Different cultures have different standards of politeness for the use of addresses and titles. For example, in Chinese, “you” is used to show respect, while in English, it is necessary to choose the appropriate appellation according to the specific situation, such as “Mr.,” “Ms.” or just use the first name.

Use of modifiers: In some cultures, the use of modifiers can enhance politeness. For example, in English letters, you can show politeness and respect by using modifiers such as “please” and “thank you”.

Indirect expression: When it is necessary to express a request or suggestion, indirect expression can be used to make the language more euphemistic and appropriate. For example, in Chinese, “please handle this at your earliest convenience?” can be translated as “Could you please handle this at your earliest convenience?” This is a more polite expression.

Conclusion:

External publicity translation is the connection between communication studies and translation studies, and the coupling of external communication work and translation practice. “External publicity” refers to the information transmission, ideological interaction and influence communication activities aimed at foreign audiences by using foreign languages, which is essentially consistent with the form and result of “translation” introducing information, disseminating ideas and culture to foreign readers by using foreign languages. The application of cultural adaptation, contextual sensitivity, communicative intention and politeness strategies can better adapt to the cross-cultural background, thus improving the accuracy and effectiveness of external publicity translation.

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