

Research on the Translation and Introduction Mode of Chinese Literature“Going Global”from the Perspective of Eco-Translatology:A Case Study of the Communication of English Translation and Introduction of Mo Yan’s Novels

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Abstract: In the field of eco-translatology, the “going global” ways of Chinese literature need to conform to the definition of ecology in China, making the “going global” effect of literary works more obvious. Chinese literature can “go global” through the routes of communication of English translation and introduction of literary works, and the translated and introduced works can be integrated with Chinese natural ecological principles to promote the specific effects of literary and cultural communication. Therefore, this paper will take the communication of the translation and introduction of Mo Yan’s novels as an example to do a comprehensive exploration of the translation and introduction mode of Chinese literature “going global” from the perspective of eco-translatology so as to enhance the effect of embodiment of Chinese Culture in the translation and introduction mode.

Keywords: Eco-Translatology; Chinese Literature “Going Global”; Translation and Introduction Mode; Mo Yan’s Novels; The Communication of Translation and Introduction

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1. Introduction

Cultural influence, cohesion and attraction are the “soft power” of a country’s culture. Culture has always been the hard core of enterprises in global competition. Mastering the powerful “soft power of culture” is equivalent to mastering the initiative in global competition^[1]. If a country lacks the power of culture, it will lose its connotation. Without cultural support, it is just an empty shell and cannot be called a country. In the context of globalization, Chinese culture is faced with the great challenge of “going global” and even the danger of being “developed” by developed countries^[2]. In the context of globalization, Chinese culture is facing the danger of being “developed” by developed countries.

2. The Overview of Eco-Translatology

The so-called “eco-translatology” is guided by the idea of ecological holism, upholds to the idea of ecological philosophy, is established in the ecological wisdom of Eastern culture, and systematically discusses the ecology of translation, the ecology of text, the ecology of “translation community” based on the translation theory of “adaptation” and “selection” and their interrelationships and tries to comprehensively investigate and describe the ecological wholeness and the ecological ontology of translation from the perspective of ecology^[3].

3. The Routes of Communication of the Translation and Introduction of Mo Yan’s Works

The characteristics of Mo Yan's novels are as follows: laying stress on realistic writing, rich local color, profoundly rethinking and criticizing traditional culture, and exploring personal feelings and human nature^[4].

3.1 Overseas Publishing Houses

The English translations of Mo Yan's works, all were published abroad. In the United States, Mo Yan cooperated with Penguin Press, Arcade Publishing, University of Oklahoma Press, Seagull Press and other publishing houses, which played an important role in promoting the publication of Mo Yan's works^[5].

3.2 Films

Film is a pluralistic expression integrating image, sound effect and music. Compared with a single language, it is very popular and belongs to the consumer goods of mass culture. The huge market of films, usually with good advertising effectiveness, can quickly promote the release of foreign translations; In addition, adapting novels into movies can also more easily convey the intrinsic cultural value of novels, promote cultural identity, and drive the communication of literature.

Red Sorghum Family and White Dog Swing in Mo Yan's works have been spread overseas through film adaptations, caused the concern of foreign literary world, and thus to realize the output of literature.

3.3 Internet Bookstores

In today's popularization of new media represented by the Internet, readers have been accustomed to relying on the Internet to obtain information about books. The translations of Mo Yan's novels cannot be separated from the new media: Internet bookstores, and Amazon online bookstore, a branch of Amazon, is a major channel for the translations of Mo Yan's novels. All of Mo's translated works can be found on Amazon's online bookstore. People who like Mo Yan's works only need to log in to the Amazon website to find his works. Amazon online bookstore has become a way to promote Mo Yan's works.

4. Increasing the Routes of Communication of the Translation and Introduction of Chinese Literature“Going Global”

4.1 Strengthening the Film Shooting of Excellent Literary Works

As a popular product of leisure culture, film and television works can greatly meet the needs of people for entertainment. If Chinese traditional culture can be integrated into the films in an appropriate way, it will inevitably provoke the strong interest of the public in Chinese traditional culture. In today's society, watching movies and TV has become one of the most popular recreational activities for people.

The communication and playing of films and TV shows all over the world is a kind of way of cultural exchange between different nations and also a way for people to understand their own ethnic group. The reaction of overseas audiences to Chinese cultural symbols in Chinese film and television works help us rethink profoundly on the discourse right of Chinese film and television in the world. The most direct and fundamental way for foreign audiences to know the symbols of traditional Chinese culture is the actions, scenes, and other forms of expression in films. The plot, thematic structure, characters and other content containing the symbols of traditional Chinese culture are important ways to reflect the traditional Chinese mode of thinking, traditional ethics and Chinese history, and also the key forms of integrating traditional Chinese ecological thoughts into films on the basis of traditional Chinese culture, which is the use of ecological translation theory in film translation, making China's ecological cultural system an important content and main basis for overseas audiences to understand Chinese culture. In the process of translating film and television works, it can realize the verbal translation and introduction of Chinese culture, and use cultural output subtitles in films as the comprehensive embodiment of emotions and culture.

In the process of literary translation, along with the continuous expansion of communication media, there are countless ties between new communication means such as film and television, the internet, and interactive media and literature. It has a positive significance for the promotion of modern Chinese literature to build an atmosphere to create pluralistic works by effectively utilizing various communication media. By adapting Chinese literary and artistic works into movies and TV series, and promoting, distributing and releasing, and selling them on international business stages such as international film festivals and culture and art festivals, they are promoted to the mainstream society abroad, which can not only enhance the international recognition of the films and TV series, but also make more people be willing to watch the films and read them, thus reaching the “going global” goal of Chinese literature. Mo Yan's Red Sorghum Family is a good example.

4.2 Having the Loan of Western Newspapers, Magazines and Other Media for Promotion

Using media to “go global” is an inevitable trend in the development of Chinese culture. However, Chinese culture can only expand its reach in Europe and America through Western media to increase its influence. Due to the differences in the concepts of Western

media,cultural ecology,and other aspects,Internationally,China still has certain biases.Therefore,we should communicate,exchange,have a dialogue,and cooperate with them using Western thinking and methods in order to minimize the gaps and misunderstandings between the two sides sufficiently and expand news coverage in China.

From the perspective of Chinese literary translation,broadening its scope in European and American media can enhance mutual understanding by cooperating with mainstream American newspapers such as The New York Times,The New Yorker,and The Washington Post to timely report on the latest achievements and development in Chinese literature;It can also timely report on the translation and publication of Chinese literature by cooperating with book publishing and magazine publishing such as Book List,Library Daily,and Publisher Weekly.

4.3 Actively Participating in International Book Fairs

The International Book Fairs is the important channels for promoting excellent Chinese translations and promoting Chinese literature to“go global”,and an effective means of promoting China’s cultural exchanges with foreign countries.Participating in international book fairs can also promote the activities of signing the agreements and conducting book transactions.For example,at the London International Book Fair last year,China National Import and Export Corporation signed a one week“Chinese Culture Month”cooperation agreement with the British Smiths chain bookstore,laying a solid foundation for long-term cooperation in the future.China,as the guest country,has participated in successive international book fairs.This approach not only highlights the developments of China’s book industry,but also uses various art forms to introduce contemporary Chinese culture from multiple perspectives and angles.

4.4 Using International Academic Platforms

International academic institutions will regularly hold academic seminars,and Chinese authors should make full use of these platforms to promote themselves by participating in the academic exchanges of some academic institutions.In recent years,many Chinese writers have frequently participated in literary communication activities hosted by foreign countries.At the same time,it is also necessary to provide a good platform for Chinese literature to“go global”and actively carry out academic exchange and cooperation with foreign countries.

4.5 Increasing the Funding from the Government for Overseas Translators

The Chinese government needs to provide financial support for Chinese literature to“go global”.In recent years,the Chinese government has continuously invested more in the translation of Chinese literature and launched a series of translation program to promote Chinese culture to“go global”.Therefore,if Chinese literature can further go abroad,the role of government agencies as“sponsors”cannot be ignored in this respect.

The English translations of Mo Yan’s works are spread all over the world,mainly including Japan,France,Italy,Germany and other countries,greatly increasing his popularity.China’s promotion and support are indeed insufficient for literary translation.The United States,several European countries,and Japan are funding translators of various languages and allow them put their works on the corresponding markets.At this point,China should perform even better.To promote Chinese literature overseas,time and energy must be put in cultivating,discovering,and funding Chinese overseas translators.

5. Conclusion

In short,Chinese culture“going global”is an important measure to promote exchanges between China and the world,expand the international influence and competition of Chinese culture,enhance China’s national image,and strengthen China’s soft power and also an important way to promote the sustainable development of China’s economy and society.

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