

# Research on the Translation of Chinese Characteristic Words from the Perspective of Public Diplomacy

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**Abstract:** At present, with the continuous advancement of internationalization, diplomacy has become an important part of the development of various countries, and it has a significant impact on the harmony and stability of the country and the development of trade. In the process of actively developing diplomatic undertakings in various countries, translation work is particularly important. To achieve the purpose of diplomatic communication through effective translation and solve the problems and contradictions between countries is of great practical significance to the harmony, stability and development of the world. In my country’s public diplomacy, the translation of Chinese-characteristic words is an important part of foreign exchanges, and it is also one of the difficulties. How to do a good job in the translation of Chinese-characteristic words in public diplomacy is very important. This article analyzes the words with Chinese characteristics in public diplomacy, and studies the key points and countermeasures of the translation of words with Chinese characteristics from the perspective of public diplomacy.

**Keywords:** Public Diplomacy; Chinese Characteristic Words; Translation

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In public diplomacy, the words with Chinese characteristics involved are relatively formal, with certain Chinese characteristics and professionalism. In the translation process, the translation of words with Chinese characteristics must be reasonable and accurate, but also in compliance with the norms. In general, literal translation and augmentation are often used in translation, and at the same time, attention should be paid to the acceptability and standardization of the translation. Therefore, the translation of Chinese characteristic words puts forward higher translation requirements for translators, and it is necessary to grasp the characteristics and methods of translation of such words.

## 1. Classification of Chinese diplomatic words

In public diplomacy, translation involves many fields, including politics, economy, and culture. The classification and statistics of different Chinese characteristic vocabulary, and accurate display through the form of translation, can better reflect the social culture. In terms of Chinese characteristic words in public diplomacy, there are mainly commonly used fixed phrases and idioms, such as idioms and proverbs, as well as allegorical expressions that are frequently used in the Chinese language. In the specific diplomatic Chinese-English translation process, general allegorical sayings and proverbs are presented in independent forms, so the main things that need special treatment in general translation are idioms and idioms. Among them, idioms are rich in connotation. In addition to literal meaning, many idioms pay more attention to expressing connotative

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meaning. Some idioms originate from myths, fables, etc., while idioms are mostly short fixed sentence patterns, and some are three-character words, such as “open green light”, there are also other forms of words with Chinese characteristics. Therefore, in practical applications, certain rhetorical techniques must be used to translate in order to achieve the effect of a word pun. In the translation process, this type of vocabulary needs special treatment in order to achieve functionally equivalent translation effects.

## **2. The status quo of the translation of Chinese diplomatic words**

Since the reform and opening up, my country has actively developed diplomacy, established trade cooperation, political cooperation, and economic cooperation with many countries in the world. Its international status has been continuously improved, and its diplomatic activities have become more frequent. In this process, many new diplomatic innovations have also appeared. Words, such as the new type of major-country relationship, the Chinese dream, and the core values of socialism. Relevant propaganda materials and translation, as part of diplomatic work, play an important role in foreign propaganda. The translation of Chinese characteristic words in diplomacy is vital to the effective achievement of related foreign policy propaganda and diplomatic communication, and the actual effect of translation is also to a certain extent, it affects the reputation and image of the country. Judging from the current situation of translation in public diplomacy, there are still some problems.

### **2.1 Improper words used in translation, accuracy needs to be improved**

In public diplomacy, relevant diplomatic vocabulary has certain Chinese characteristics and is also very political. Therefore, it is necessary to pay attention to scale and scale in the selection of words to ensure appropriateness and accuracy. In a press conference in 2009, the translator directly translated the word “visit” about the Dalai Lama’s civil separatist act into “visit”. This word is a neutral word and does not have the derogatory effect of the original word. This kind of translation loses the political meaning of the vocabulary itself, nor does it convey to the audience the people’s thoughts and feelings about the incident, so it is an inaccurate and inappropriate translation case. In Chinese characteristic vocabulary, many words have a single meaning and may contain multiple meanings. In a specific context, they may be biased towards expressing a certain meaning. Therefore, the translator needs to deeply understand the true meaning of the relevant language. In order to ensure that the meaning and emotion expressed in the original text are consistent, in order to achieve the effect of translation.

### **2.2 The translated names are not uniform, and the standardization needs to be improved**

In the translation of Chinese characteristic vocabulary, the relevant characteristic words related to public diplomacy are translated. There are different versions. Different translators are accustomed to using different versions. In this way, the inconsistency of the translation results of related vocabulary may easily lead to deviations in understanding. It is not conducive to conveying the connotation of Chinese characteristic words. For example, in the translation of “Chinese dream”, in the translator’s translation, there are multiple versions, such as “the Chinese dream/the China dream/the dream of China”. These different expressions may not be very grammatically. However, this expression will challenge the rigor and seriousness of the expression of this proprietary vocabulary, and may also cause speculation and misunderstanding by foreign media, which is also detrimental to the development of related diplomatic work.

### **2.3 Insufficient translation professionalism, and the international standards are not yet up to standard**

In public diplomacy, there are often diplomatic activities such as negotiations, exchanges, and cooperation negotiations between two or more countries. Therefore, in the language application of translation, it is also necessary to pay attention to the standardization of words used in special occasions to improve language expression the level of internationalization. In the current public diplomacy translation, the translation of related Chinese-characteristic words may be overly popular. Many of them are translated directly according to the literal meaning, the expression is not standardized, and the words used are relatively long. This is difficult to meet the requirements of efficient foreign exchange and communication. Communication requirements will also have an adverse effect on promoting Chinese culture to go global.

### 3. Countermeasures for Chinese characteristic word translation in public diplomacy

#### 3.1 Attach importance to the development of translation teaching and provide targeted translation teaching

In order to better serve the national development strategies such as the “One Belt, One Road” and “Yangtze River Economic Belt”, in recent years, the major of translation studies has developed rapidly in Chinese universities. With the rapid development of diplomacy, colleges and universities should combine their own professional advantages to offer different translation courses. For example, China University of Geosciences can offer translation courses related to geology; Zhongnan University of Economics and Law can offer translation courses related to finance and economics for students knowing both translation and professional knowledge will lay the foundation for future work. Translation is not translated words, but translation, and requires a deep understanding of the language and culture of different countries.

In the training of diplomatic translators, relevant colleges and universities should combine the development needs of diplomatic careers to do a good job in the reform of translation professional teaching, provide students with targeted translation resources of Chinese words, and allow students to come into contact with these vocabulary earlier. Master the correct expression of Chinese diplomatic words.

#### 3.2 Standardize the way of expression to ensure the unity of language

For the translation of diplomatic vocabulary, the country must formulate a unified language expression specification, and specially compile Chinese characteristic words in diplomacy to form a unified expression language specification, so that Chinese translators can have reference materials and standards in their learning, to ensure that they are accurate and unified in the translation of diplomatic vocabulary. This work should be prepared jointly by the Chinese Ministry of Foreign Affairs and relevant universities. For some newly-added diplomatic language and vocabulary expressions, official certification is carried out to ensure the standardization and unity of expressions, and to ensure the overall level of diplomatic translation. In the training of translators, we should also pay attention to the training of translators in standardizing language expression. We can carry out targeted professional ability training for specific diplomatic scenarios to ensure that translators are accurate and proficient in translating Chinese characteristic words in diplomacy.

The development of public diplomacy is an important part of our country’s diplomatic work. Under the background of the deepening of our country’s opening to the outside world and the rapid development of globalization, it is necessary to do a good job of translating words with Chinese characteristics in diplomacy, because this not only affects my country’s diplomatic image also affects the efficiency and quality of my country’s diplomatic work. In the current diplomatic work, it is necessary to actively do a good job in the translation of Chinese-characteristic words, unify and standardize the Chinese-characteristic vocabulary in diplomacy, actively develop the diplomatic translation profession, improve curriculum construction, and provide targeted diplomatic translation teaching for public diplomacy. The industry cultivates more high-quality translators.

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