

Exploring the Spread of Chinese Literary Works in the United Kingdom and France

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Abstract: With the rapid development of economy and technology, China's comprehensive national strength is constantly improving and playing an important role on the world stage. Increasing number of readers from all over the world are attracted by Chinese stories. In order to improve the country's soft power and increase its international right of speech, it is particularly important to promote the influence of Chinese literary works abroad. In this way, not only can it drive the development of related cultural industries, increase employment opportunities, maintain social stability, and promote economic growth, but it can also better disseminate Chinese culture, let the world understand China and expand China's influence. At the same time, by promoting the spread of Chinese literary works, Chinese people's cultural self-confidence and the sense of national pride can be enhanced, patriotism and nationalism can be cultivated, and the country's comprehensive national strength can be advanced. This paper starts from the current situation of the spread of Chinese literary works in the United Kingdom and France, analyzes the problems occurred during the spread, and explores the strategies for spreading Chinese literary works in the United Kingdom and France in light of practical circumstances.

Keywords: Chinese literary works; Spread in the UK; Spread in France

The spread of Chinese literary works in the United Kingdom and France still faces some problems: the spread channel of Chinese literary works is too simple, the timeliness is limited, the creativity is insufficient, the publicity is not enough, and the relevant promotion mechanisms are backward. Moreover, there are significant differences in terms of language and culture between the United Kingdom and France and China, as well as the shortage of professional translators make it more difficult for Chinese literary works to go abroad. In addition, another point which can not be neglected is that the coverage of Chinese literary works is relatively small, lacking recognition and influence internationally. To address the problems encountered in the spread of Chinese literary works in the United Kingdom and France, the following measures are taken:

1. Cultivating High-Quality Translators

China and foreign countries have remarkable differences in culture, ideology, cognitive thinking, and values. The spread of Chinese literary works in the United Kingdom and France is also influenced by the values and ideologies of the United Kingdom and France. Translators often modify Chinese literary works to cater to the thinking patterns of English and French readers, which leads to the loss of the original literary aesthetic characteristics^[1]. Furthermore, most students who study in translations are engaged in foreign trade or technical translations, with very few involved in literary translations. One of the probable reasons is that the salary of working as literary translators is not enough to sustain a living. However, another situation cannot be ignored is that students are lack of interest and ability in literary translation work. Therefore, cultivating high-quality translators can effectively improve the international spread of Chinese literary works. High-quality translators can help to show the real China to the world better by presenting Chinese literary works roundly. Thus, a positive external public opinion environment for the improvement of comprehensive national strength can be created, the theme of the era of peaceful development can be implemented, and the human community with a shared future can be established.

To cultivate high-quality translation talents, a comprehensive translation talent training mechanism must be built. Firstly, in schools and universities, a change of traditional teaching method is needed. Based on the development of times and quality-ori-

ented education, teachers must establish a student-centred teaching mode and cultivate students' practical application abilities in response to the need for high-quality translation talents. Some efforts have to be taken in order to improve teaching quality and level. Teachers must first start from themselves to establish a lifelong learning consciousness and improve their professional literacy continuously. At the same time, students' interests, hobbies, actual learning situations and cognitive development patterns need to be considered when teaching. It is necessary for teachers to continuously learn advanced teaching concepts and teaching methods as well. Developing students' thinking abilities, stimulating students' subjective initiative and curiosity, encouraging students to undertake self-directed learning are also important missions of teachers. Besides, teachers must pay attention to guiding students to learn about the historical cultural backgrounds of different countries, understand different value orientations and ideologies of different countries, and comprehend different thinking patterns so that in the subsequent literary translation work, students can combine local realities in literary works translation to help literary audiences understand the meaning of the translated works in a better way. Secondly, the government is supposed to vigorously support relevant industries. A sound system of rewards and punishments need to be promoted. It is essential to open up corresponding projects and implement relevant policies in accordance with actual situations. Through the management of professional and technical personnel, the sustainable development of relevant industries will be promoted and a complete industrial chain will be established. Furthermore, schools and universities must work closely with enterprises. Enterprises could provide professional technical training for students to enhance their competitiveness and adaptability while in response to the needs of enterprises. Besides, schools and universities could optimize teaching plans and cultivate talents that meet the demands of enterprise development. This method can not only cultivate high-quality professionals, but provide more employment opportunities, alleviate employment pressure, contribute to social stability and economic development, and this method also has great significance to the improvement of comprehensive national strength. The government should carry out exchanges and training cooperations between Chinese and foreign translation groups in various forms to establish a high-level translation team.

2. Optimizing the Dissemination Strategy of Literary Works

China lacks a platform for publishing and disseminating literary works. Chinese literary works have long been limited due to the shortage of foreign readers' understanding of contemporary Chinese literature caused by cultural differences and historical factors. There are misunderstandings and negative perceptions. As a result, the translated versions of Chinese literary works are generally classified as niche professional academic works, published by academic publishing institutions with a small market and limited sales. What is more, relevant promotion and management personnel ignore the differences in foreign readers' aesthetics and reading habits, not taking the values and customs of foreign countries into account, which gives rise to mistakes in decision-making, so the dissemination of Chinese literary works in the UK and France become mandatory sales, which is not conducive to the dissemination of Chinese literary works in the UK and France. Some of effective strategies are concerned: by optimizing the dissemination strategy of Chinese literary works, expanding publishing channels, developing practical dissemination plans and programs, clearly defining goals, indicating the direction of future development, and better optimizing resource allocation, solve problems in the publishing process, determine competitive advantages, and fully utilize the advantages of Chinese literary works.

The government can implement relevant policies to support and promote Chinese literary works, which includes increasing investment, actively carrying out exchanges and cooperations between publishing organizations to establish connections, and using modern information technology to set up sales networks to promote the spread of Chinese literary works in the UK and France. At the same time, the government can draw on advanced experiences from foreign countries to promote Chinese language education vigorously. Moreover, eliminating language barriers, expanding publishing channels, making use of the role of the internet, film and television, radio, and shopping platforms, and creating a good and harmonious cultural atmosphere all have positive effects on the dissemination of Chinese cultural works.

3. Enriching the Way of Promoting Chinese Culture

The traditional way of spreading Chinese literary works in the UK and France is limited to text books, which is single and boring, and the audience is limited as well. With the development of globalization and the progress of science and technology, it is wise to establish a cloud platform relying on artificial intelligence to promote Chinese cultural works. Therefore, a deep exploration, storage, utilization and interactive sharing of excellent traditional Chinese cultural resources can be achieved and the forms of promotion of Chinese literary works can be diversified. Starting with stories that attract audiences with foreign cultural background, increase cultural identification and improve the timeliness of Chinese literary works promotion will close the distance between Chinese literary

works and foreign cultures and help the cultural audiences in the UK and France to understand the emotions and humanities contained in Chinese literary works better. Thus, foreign readers' understanding of China can be improved, conflicts and confrontations in the process of promoting Chinese culture can be reduced, emotional resonance and association between the two sides can be promoted to reduce differences and establish identification, and China's external image can be enhanced, as well as the further promotion of Chinese literary works in the UK and France can be accelerated.

The first thing to enrich the way of promoting Chinese literary works is to connect Chinese and Western cultures by using comparative methods which can reduce the sense of cultural gap, close the distance between the audiences and attract the readers' curiosity. For example, as a commonly appearing theme in literary works, love in Chinese literary works can be related to love in similar Western literary works, making it easier to understand and spread. For instance, "Liang Zhu" can be translated as the Chinese version of "Romeo and Juliet" which is more attractive to foreign readers compared to a simple translation of "Liang Zhu." Secondly, Chinese literary works can be transformed into movies, dramas, and even musicals to increase the audience and further expand the influence and communication speed of Chinese literary works in the UK and France. This will also help foreigners to understand Chinese culture easily and accept Chinese culture more willingly, therefore, it will be easier to achieve the goal of spreading Chinese literary works abroad naturally.

Conclusion

In conclusion, to change the difficulties encountered in the dissemination process of Chinese literary works in the UK and France, solutions from three aspects of translation, publication, and dissemination are discussed in this article. By cultivating relevant professional translators, expanding publication channels, utilizing modern information technology, and increasing dissemination methods, we can promote the dissemination of Chinese literary works in the UK and France and increase the influence of Chinese culture. In this way, we can also effectively improve the speed and efficiency of the dissemination of Chinese literary works, help foreigners understand Chinese culture more easily, and promote cultural exchange between China and the West.

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