

# A Cross-integration Research of Communication Studies and Translation Studies in the Context of Cultural ‘Going Global’ Strategy

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**Abstract:** In the unparalleled global transformation of our time, the globalization of culture and the increasing importance of cultural communication and exchange have indeed put the spotlight on the promotion of Chinese culture on the global stage. It is no longer sufficient to simply translate texts; the focus now lies on effectively representing and communicating Chinese culture to the world. This requires understanding the impact and effect of cultural exchange, as well as finding effective methods to improve the communication effect. By merging the fields of communication studies and translation studies, we can explore the significance of their cross-integration in promoting the effective promotion of Chinese culture, so as to improve our cultural soft power.

**Key words:** Cultural Going Global; Communication studies; Translation studies; cross-integration

## 1. Introduction

In the context of globalization, cultural exchange and dissemination have become increasingly important. With the promotion of China’s “going global” strategy, Chinese cultural values, art forms, and ideas are spreading worldwide. This is of great significance in promoting Chinese cultural soft power and enhancing cross-cultural understanding.

In the process of cultural “going global,” communication studies and translation studies, as important disciplines in related fields, have begun to exhibit characteristics of cross-integration. Communication studies examine the processes of information transmission and meaning construction, focusing on the effects and influences of communication in different social and cultural contexts. On the other hand, translation studies focus on the transition between language and culture, emphasizing the translation of ideas and expressions from one culture into forms that can be understood and accepted by another.

The cross-fusion study of communication studies and translation studies explores the complexity and diversity of cultural communication from multiple dimensions. It aims to reveal the mutual influence and interaction of different cultures in transnational communication and delve into issues such as language, symbols, values, and meaning construction in the communication process.

Through the interdisciplinary study of communication and translation studies, we can better understand the mechanisms and laws of cultural communication. This is crucial for multinational enterprises, cross-cultural communicators, and cultural policymakers. It not only helps improve the effectiveness of cross-border cultural transmission but also promotes dialogue and interaction among different cultures, contributing to the construction of a pluralistic world in which we all live and prosper.

Therefore, exploring the cross-integration of communication studies and translation studies holds great theoretical and practical significance. Through such research, we can provide useful guidance for promoting the implementation of the cultural “going out” strategy while also fostering global cross-cultural understanding and communication.

## 2. The Cross-integration of Communication Studies and Translation Studies

### 2.1 Translation Studies From the Perspective of Communication Studies

Translation studies from the perspective of communication focuses on the role of translation as a crucial element in information transmission and meaning construction in cross-cultural communication. It explores the impact, effects, and interrelationships of translation with other elements of communication. Firstly, translation studies from a communication perspective emphasize the social function and influence of translation. Translation is not merely about converting one language into another, but more importantly, it serves as a bridge for information transmission and meaning coordination in cross-cultural communication. Translation can facilitate dialogue and understanding among different cultures, help eliminate language and cultural barriers, and promote cultural diversity and inclusivity. Secondly, translation studies from a communication perspective examine the interaction between translation and other elements of communication. Translation involves not only linguistic transformation but also processes such as signal selection, symbol interpretation, and information reconstruction. In the process of communication, translation interacts with media, audiences, ideologies, and other factors, collectively shaping the effectiveness and impact of communication. Additionally, translation studies from a communication perspective also focus on translation strategies and practices. In cross-cultural communication, it is essential to study in-depth the selection of translation strategies, the balance between source language expression and target language recipient needs, and how to deal with cultural differences. By analyzing and interpreting the decision-making and practices involved in the translation process, a better understanding of the effects and impact of translation can be achieved.

#### 2.1.1 Insights and Guidance From Communication Studies to Translation Studies

Communication studies is a discipline that examines the process of information dissemination, including the generation, processing, and transmission of information. In the context of cultural globalization, information dissemination is crucial. In the process of cultural

communication, translation plays a vital role in facilitating linguistic communication between different cultures by converting the source text into the target text. By adopting a communication perspective to understand translation, we can view translation as a communicator of information. In doing so, we can study translation behavior and the effects of translation outcomes using research methods, theories, and models from communication studies.

#### 2.1.2 The Study of Cultural Differences in Communication

Culture is a vital aspect that cannot be disregarded in the translation process. As cultures become more interconnected on a global scale, effectively conveying Chinese culture and values has become a challenging task. Cultural differences, encompassing language, values, and ethical norms, present significant obstacles in translation. To tackle this issue, the research methods and theories of communication can be utilized to delve into and comprehend the cultural disparities among diverse societies. Through this exploration, effective communication strategies can be developed and honed to overcome these cultural barriers and ensure successful translation.

#### 2.1.3 The Guidance of Communication to Translation Strategies

Translation strategies involve the development of appropriate plans and methods by translators based on the translation purpose, context, and target audience. By utilizing research methods, theories, and models from communication studies, we can establish a strong connection between the formulation of translation strategies and their communication effectiveness. Consequently, communication studies can offer valuable insights and guidance for translation, facilitating the development of more effective translation strategies.

#### 2.1.4 The Enhancement of Chinese Cultural Soft Power Through Communication Studies

In the era of global cultural integration, the combination of communication studies and translation studies presents unprecedented opportunities and challenges for China's cultural communication. By utilizing research methods and theories from communication studies, we can develop more accurate communication strategies, effectively spreading and promoting Chinese culture worldwide. This, in turn, enhances China's soft power and international influence.

In conclusion, the impact and significance of communication studies on translation studies should not be underestimated. Through the application of research methods and theories from communication studies, we can gain a deeper understanding of the communication effects of translation, the underlying mechanisms of translation behavior, and the formulation of translation strategies. Ultimately, this enables us to effectively enhance the international influence and soft power of Chinese cultural communication.

### 2.2 Communication Studies From the Perspective of Translation Studies

The study of communication from the perspective of translation aims to understand the close connection between communication activities and media in the context of cross-cultural communication. It explores the role of translation in facilitating the exchange of information and culture. Firstly, communication studies in relation to translation emphasize the importance of translation in transferring information accurately. To convey the content, ideas, and meaning of communication activities to the target audience, translation is necessary. It involves not only language conversion but also the comprehension and representation of cultural backgrounds, values, and customs. Thus, translation significantly influences the accuracy, quality, and effectiveness of the transmitted information. Secondly, communication studies from the perspective of translology focus on the relationship between translation and media. As a platform for information dissemination, media carries the transmission of words, sounds, and images. The application of translation in media encompasses various fields such as news reporting, advertising, and film subtitling. Researchers analyze the selection of media information, translation strategies, and audience reception, aiming to understand the interaction between translation and media. Additionally, communication studies in relation to translation also highlight the impact of translation on cultural communication. In intercultural communication, translation involves not only linguistic transformation but also the transfer and construction of meaning across different languages and cultural contexts. In this process, translation serves as a bridge, facilitating cultural dialogue, understanding, and integration. However, it may also give rise to cultural conflicts and misunderstandings.

#### 2.2.1 The Impact of Translation on Communication Effectiveness

Translation, as a form of cultural communication, encompasses more than simply translating foreign languages. It also has a significant impact on cultural transmission. This is why it is crucial to conduct communication studies from the perspective of translation studies.

From the viewpoint of communication studies, translation is closely intertwined with the effectiveness of communication. Different translation methods can result in varying communication outcomes. For instance, the distinction between literal translation and free translation can profoundly influence the effectiveness of translation. Literal translation prioritizes the transformation of language itself, but it may overlook the cultural context, thereby affecting the effectiveness of cultural transmission. Conversely, free translation emphasizes the adaptation of the cultural background, which can enhance the effectiveness of cultural transmission.

#### 2.2.2 The Influence of Translation Strategies on the Communication Effect

In addition to translation methods, translation strategies also play a crucial role in influencing the effectiveness of cultural communication. When conducting communication studies from the perspective of translation studies, it is essential to consider the impact of translation strategies on cultural communication outcomes, particularly in cross-cultural and transnational contexts.

Translation strategies encompass various forms, including direct translation, cultural adjustment, and re-creation. Each strategy has its own applicable situations, advantages, and disadvantages. Direct translation aims to faithfully preserve the original information, but it may overlook cultural differences and hinder effective communication. Cultural adjustment can enhance communication effectiveness, but it may also result in content distortion. Re-creation can effectively adapt to different cultural environments, but there is a risk of deviating from the original text's intention and distorting the information.

### 2.2.3. The Relationship Between Translation and Cultural Communication

The relationship between translation and cultural communication is multifaceted. Translation is not only a process of transforming texts but also a means of facilitating cross-cultural communication. In the current era of global cultural exchange, the relationship between translation and cultural communication holds particular significance. Through translation, Chinese culture can be effectively disseminated abroad, thereby enhancing the international influence of Chinese culture.

Additionally, studying communication from the perspective of translation studies provides us with a unique understanding of cultural communication. Communication studies focus on the process and impact of cultural communication, and translation, as a form of text transformation and cross-cultural communication, enhances our comprehension and knowledge of cultural communication. By studying the processes and effects of translation, we can gain a better understanding of the differences between various cultures and develop more effective strategies for cultural communication, thus promoting Chinese culture on a global scale.

## 3. The Application of Communication Studies and Translation Studies in the Context of Cultural “Going Global”

### 3.1 Cultural Differences and Communication Effects

Cultural differences play a significant role in shaping the effectiveness of cultural communication. Xie Zhi and Sun Qian (2013:10) emphasize that the cultural environment in which both the communicator and the audience exist is a crucial factor in determining whether the audience can accept the cultural content being conveyed. Due to their distinct cultural environments, communicators and audiences each hold their own cultural positions. This can be illustrated by the example of *The Legend of Miyue*, which garnered positive reception in the Chinese mainland and overseas markets but failed to resonate with the Japanese audience. The cultural disparities between China and Japan led to a lack of understanding among Japanese viewers regarding the story’s background and character personalities, resulting in diminished communication effectiveness. Therefore, in cross-cultural communication, it is vital to consider the cultural background of the target audience, conduct prior cultural research, and adapt content to align with the audience’s cognitive habits. Employing such strategies can enhance the effectiveness of communication.

### 3.2 Analysis of Translation Process and Strategies

Currently, the most authoritative English translations of the Chinese literary masterpiece *A Dream of Red Mansions* are the translations by Yang Xianyi, De Nedie, and David Hawkes and John Minford, commonly known as “Yang’s translation” and “Hawkes and Minford’s translation,” respectively. However, these two versions have achieved contrasting levels of dissemination success overseas. Wang Qinghua (2015:5) highlights in “Chinese Culture Going Global and Selection of Translation Strategies from the Perspective of Communication Studies” that the differing translation strategies employed by the two versions account for these discrepancies.

Yang’s translation tends to adopt a foreignizing strategy that emphasizes preserving the original cultural nuances during transmission. As a result, its target audience is primarily comprised of scholarly readers, limiting its scope of dissemination. Conversely, Hawkes and Minford’s translation leans towards a domestication strategy that prioritizes the target audience’s understanding and connection with the cultural content. Consequently, this version attracts a broader readership among the general public and achieves wider dissemination.

## 4. Conclusion

Communication studies focuses on the transfer of information, communication behavior, and its societal and individual impact. On the other hand, translation studies examines the transfer and transmission between languages and facilitates cross-cultural communication. Both fields play a crucial role in information dissemination, cultural exchange, communication effectiveness, and even cultural preservation. They can complement and reinforce each other, contributing significantly to overcoming language and cultural barriers.

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