

Analysis and discussion on the current situation of English translation of intangible cultural heritage in Guangxi

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Abstract: With the implementation of the “One Belt, One Road” strategy, how to explore the unique path of intangible cultural heritage translation into English has become the focus of attention from all walks of life. Guangxi, as an important province and region in the implementation of the “Belt and Road” Initiative, is adjacent to ASEAN, with diverse ethnic groups and colorful intangible cultural heritage. Exploring scientific and effective strategies for the English translation of intangible cultural heritage in Guangxi is of great practical significance for promoting Guangxi culture “going global”, protecting intangible cultural heritage and promoting economic development of Guangxi. This paper discusses the current situation and countermeasures of the English translation of intangible cultural heritage in Guangxi, for reference only by relevant people.

Key words: Guangxi; Intangible cultural heritage; English translation; Current situation and countermeasures

China attaches great importance to the inheritance and exchange of intangible cultural heritage, emphasizing that the world’s cultural and natural heritage is an important outcome of the development and natural evolution of human civilization, and an important carrier to promote exchanges and mutual learning among different civilizations. Guangxi is home to a large number of ethnic groups, including the Zhuang, Miao, Dong, Yao and Maonan ethnic minorities. In the course of their development, these ethnic groups have gradually formed their own unique cultures, which together constitute the current colorful pattern of Guangxi’s intangible cultural heritage. At present, promoting the translation of Guangxi intangible cultural heritage into English is a necessary way to spread and protect Guangxi intangible cultural heritage, and is of great significance for promoting international ethnic exchanges and economic cooperation.

I. Promoting the value and significance of the translation of Guangxi intangible cultural heritage into English

1. To promote the protection and inheritance of Guangxi’s intangible cultural heritage

Guangxi has a large number of intangible cultural heritage, with more than 70 items listed on the national intangible cultural heritage list. At the same time, there are nearly 800 intangible cultural heritage projects at the Guangxi level. However, although there are more intangible cultural heritage projects in Guangxi, there is still a long way to go in terms of protection and inheritance. Especially for some uncommon intangible cultural heritage of traditional arts and folklore, it is on the verge of being lost. How to effectively protect intangible cultural heritage and let more people know about intangible cultural heritage and participate in the protection and inheritance of intangible cultural heritage is a question of The Times in front of each of us. Promoting the development and reform of the English translation of intangible cultural heritage in Guangxi can not only make more people and more foreigners know about Guangxi, but also further improve the local people’s understanding of and attention to the intangible cultural heritage in Guangxi, strengthen their national and cultural self-confidence, and further promote the protection, inheritance and development of intangible cultural heritage.

2. Promoting cultural exchanges and development of Guangxi with other countries

The Belt and Road Initiative advocates cultural exchanges and cooperation among countries and promotes economic connectivity among countries, so as to promote coordinated economic, cultural and social development in the region. As an important border province of China, Guangxi is adjacent to Southeast Asian countries, and should actively promote international cultural and economic exchanges and other aspects. The English translation and dissemination of Guangxi intangible cultural heritage can enhance the understanding of Guangxi culture in Southeast Asia and even around the world, attract more tourists and international friends to travel and invest in Guangxi, and gradually form an atmosphere conducive to Guangxi’s foreign trade and cultural exchanges. At the same time, with the translation and dissemination of Guangxi intangible cultural heritage into English, the intangible cultural heritage and related industries will also get better development opportunities, which will certainly help the development and transformation of Guangxi’s economy, build a border cultural belt and an economic belt, and comprehensively promote the cultural prosperity and economic development of Guangxi

3. To promote the diversity of world culture

Guangxi intangible cultural heritage is an important source of fine traditional Chinese culture, contains rich humanistic values, and is an important carrier of the Chinese nation and human civilization and wisdom. From an objective point of view, intangible cultural heritage not only has great promoting significance for the evolution of human civilization, but also is an important embodiment of the cultural diversity of the world. Guangxi intangible cultural heritage is the cultural essence of Guangxi Zhuang Autonomous Region, which has been passed down from generation to generation and is closely related to people’s life. It contains the unique cultural pursuit and spiritual value of Guangxi people. Promoting the translation of Guangxi intangible cultural heritage into English can not only promote the protection and inheritance of Guangxi intangible cultural heritage, but also provide an effective boost to the development of world cultural diversity, which is conducive to the win-win development and pluralistic coexistence of various ethnic cultures, and is of great significance to the innovative

development of human civilization.

II. Analysis of the current situation of English translation of intangible cultural heritage in Guangxi

1. Insufficient Chinese and English text materials

There are many kinds of intangible cultural heritage projects in Guangxi, involving literature, music, handicrafts, folk customs and other fields. However, because some intangible cultural heritage projects focus on display and skills, they lack the introduction of written materials. Typical project cases include loud song of Yao nationality, quiet song and white horse dance, etc. These projects focus on skill display and artistic performance, and lack the introduction of written materials. At the same time, some intangible cultural heritage only has some basic introduction, and there is no written explanation for its historical origin, specific steps and techniques, etc. At the same time, there are very few bilingual versions of Guangxi intangible cultural heritage, which also affects the dissemination and development of Guangxi intangible cultural heritage.

2. The quality of external publicity translation needs to be improved

In view of the actual situation, Guangxi Zhuang Autonomous Region has not yet established a complete bilingual database of intangible cultural heritage, and the introduction of relevant intangible cultural heritage also has some cases of disorderly translation and mistranslation, which makes the English translation difficult to express the original meaning and easy to be misunderstood by foreign friends. For example, when "Shipai culture" is translated as "Stone culture", but "Shipai" is not "Stone", it is obviously inappropriate to translate "Stone culture". Another example is the translation of "Chashan Yao" as "Tea Mountain Yao", which is obviously lack of rationality, some foreigners may think that "Chashan Yao" is a nation that lives by tea mountains. At the same time, there are many translations of some intangible cultural heritage. For example, "Huangni DrumDance" is translated as "Long DrumDance" and "Huangni drumdance", which leads to confusion among foreigners. The above problems abound in the translation of external publicity, which also affects the dissemination and inheritance of intangible cultural heritage in Guangxi to a certain extent. How to solve this problem deserves our in-depth consideration and discussion.

3. The translation and media of external publicity are relatively simple

At present, under the background of "One Belt and One Road", the external publicity translation and dissemination of Guangxi intangible cultural heritage has attracted much attention from all walks of life. The Guangxi government is also committed to promoting the protection, dissemination and inheritance of intangible cultural heritage, and actively promotes the dissemination and inheritance of intangible cultural heritage by holding activities such as intangible cultural Heritage Day and carrying out activities such as non-genetic inheritance. However, the degree of emphasis on the translation of intangible cultural heritage needs to be further improved. It can be seen that the current external publicity of intangible cultural heritage in Guangxi is mostly carried out by mainstream media, with narrow audiences and single channels, mainly relying on offline means such as museums, and lacking diversification, especially network innovation. It can be seen that we are still entering the era of "Internet +". The development of network technology has also provided a lot of convenience for the translation of intangible cultural publicity. In the future, we need to make full use of the Internet and other technical forces to promote the English translation and dissemination of intangible cultural heritage, so that modern technology can better enable the dissemination and inheritance of intangible cultural heritage.

III. Effective countermeasures for the English translation of intangible cultural heritage in Guangxi

1. Standardize English translation standards and build a translation database

Guangxi intangible cultural heritage has obvious national and regional characteristics. In the process of English translation, if the translator does not understand these characteristics of Guangxi intangible cultural heritage, it will be difficult to translate reasonable words and sentences, which will affect the publicity and dissemination of intangible cultural heritage. Therefore, in the face of the current problems of mistranslation and disorderly translation of Guangxi intangible cultural heritage into English, relevant departments should make full use of their leading functions, do a good job in supporting policies, talents and funds, and support relevant scholars and experts to formulate corresponding English translation and translation standards based on the translation of Guangxi intangible cultural heritage into English. In order to further standardize the accuracy and rationality of the translation of Guangxi intangible cultural heritage. At the same time, in order to effectively solve the problem of inconsistent translation of intangible cultural heritage in English translation, relevant departments should also speed up the construction of a bilingual database of intangible cultural heritage to help Guangxi intangible cultural heritage develop more efficiently and scientifically. In this process, the bilingual database of intangible cultural heritage should focus on the two aspects of construction and application. On the one hand, it should collect some authoritative Chinese and English paper and electronic data, extract and purify terms, and provide necessary references for the English translation of intangible cultural heritage. On the other hand, it should establish a new intangible cultural heritage corpus to provide necessary language analysis, retrieval analysis and other services for the English translation of intangible cultural heritage. Effectively improve the effectiveness and accuracy of translation, and promote the overall quality of intangible cultural heritage translation into English.

2. Cultivate high-quality talents based on higher education

The most important thing for the change of the status quo of intangible cultural heritage translation into English is to grasp the context of talents, fully solve the problems such as the lack of talents and insufficient talents, and effectively improve the quality of intangible cultural heritage translation into English. In this regard, the majority of English majors in universities should also base on the actual talent

needs in the English translation of intangible cultural heritage in Guangxi in the new era, and implement professional and comprehensive talent training. To be specific, first of all, in the teaching of professional courses, it is necessary to integrate some training in the translation of Guangxi intangible cultural heritage as much as possible, and constantly cultivate students' comprehensive translation ability of intangible cultural heritage. During this period, educational resources can be expanded by creating school-based translation courses based on intangible cultural heritage and developing online translation resources of intangible cultural heritage. Make full use of the richness of Guangxi intangible cultural heritage to carry out English translation training, and comprehensively improve students' ability to translate intangible cultural heritage into English. Secondly, it is necessary to actively carry out some practical projects on the translation of intangible cultural heritage in Guangxi, design some task-based and project-based translation projects of intangible cultural heritage in Guangxi, guide students to carry out the investigation, English translation and inheritance of intangible cultural heritage, guide students to sort out various styles of intangible cultural translation, and improve their comprehensive translation ability. At the same time, the school can actively connect with non-inheritors and organize Guangxi intangible cultural Heritage Translation Competition, so that inheritors and students can carry out English translation of intangible cultural heritage to further deepen students' understanding of intangible cultural heritage and improve their comprehensive translation ability. In this process, teachers, inheritors and students jointly form a fixed translation team structure, and gradually explore a set of high-quality training paths for intangible cultural heritage translation talents, so as to comprehensively promote the high-quality translation and publicity work of intangible cultural heritage in Guangxi.

3. Build a sharing platform to promote high-quality publicity

In the new era, the translation and publicity of intangible cultural heritage must pay attention to the establishment and application of sharing platforms, give full play to the role of information technology in promoting the English translation of intangible cultural heritage, and promote the high-quality translation of intangible cultural heritage. Specifically, relevant departments should combine the actual situation of Guangxi intangible cultural heritage project, build a website for the intangible cultural heritage project, recruit some professional translators to improve the bilingual introduction of the intangible cultural heritage project, and produce corresponding bilingual propaganda videos to present diverse and wonderful Guangxi intangible cultural heritage to Chinese and foreign friends in a modern way. Promote the publicity and inheritance of intangible cultural heritage in an all-round way. Secondly, it is necessary to actively build an information exchange platform, carry out inter-regional intangible cultural translation activities, and constantly improve the comprehensive quality of Guangxi intangible cultural translators through extensive exchanges and learning. Moreover, it is necessary to actively organize some online or offline intangible cultural heritage observation and non-body examination activities, promote the combination of Internet and intangible cultural heritage tourism, non-heritage literature creation and other industries, attract more people to pay attention to Guangxi intangible cultural heritage, comprehensively improve the visibility of Guangxi intangible cultural heritage, and let Guangxi intangible cultural heritage "go out" in a real sense.

In short, to do a good job in the translation of Guangxi intangible cultural heritage is of great practical significance for the inheritance and development of intangible cultural heritage and the regional economic development of Guangxi. In this regard, in the new era, we should correctly grasp the current practical problems in the English translation of Guangxi intangible cultural heritage, constantly improve the English translation system of Guangxi intangible cultural heritage through new ideas and new methods, promote the high-quality translation of Guangxi intangible cultural heritage, let more people know about Guangxi intangible cultural heritage, and let Guangxi intangible cultural heritage truly "go out". To stand on the world stage and show the charm of Guangxi and China.

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