

# Translation for International Communication of Hui Culture

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**Abstract:** *Hui culture, as a significant representative of Chinese culture, plays a crucial role in enhancing cultural self-confidence and promoting the allure of Chinese culture. As an integral part of traditional Chinese culture, Hui culture holds a significant position and value within China's cultural strategy. From a communication perspective, the intercultural communication characteristics of translating Hui culture are examined. Translators are advised to employ a flexible strategy while maintaining clear objectives in translation and communication. It is important to foster resonance through multiple symbiotic approaches. By diversifying the main themes of translation and communication, storyteller and digitized content can be created, while also ensuring prompt consideration of feedback to optimize the impact of translation and communication.*

**Keywords:** *International Communication; Hui culture; Cultural translation*

## 1. Introduction

Chinese traditional culture serves as significant content for International Communication, a foundation for national rejuvenation, and a means to provide Chinese wisdom and solutions for the community of human destiny. Regional culture represents a distinctive cultural phenomenon jointly composed of various factors such as history, geography, and folklore of a country or region. Hui culture is renowned for its profound historical significance, exquisite art forms, and unique stylistic features as one of the four major regional cultures. It represents Chinese culture with rich content and depth, containing multiple values such as culture, education, spirituality and aesthetics. Thus, presenting Hui culture and telling the story of Hui culture can not only enhance cultural self-confidence, but also expand the influence of Chinese culture, enhance China's cultural soft power, and have an important impact on enhancing the competitiveness of Chinese civilization in the multicultural pattern of the world.

Translation plays a critical role in sharing culture with other parts of the world. Due to China's augmented comprehensive national power and international status, foreign exchanges have become more frequent, elevating the significance of building national discourse and soft power. Thus, international communication has a vital duty in shaping the country's international image and building its right to speak [1]. Therefore, promoting Chinese culture to the wider world has become a topic of significant practical importance. In light of this, this study aims to investigate the foreign translation strategy of Hui culture using translation and communication theory. The objective is to promote the communication of Hui culture and enhance the appeal of Chinese culture.

## 2. Connotation of Hui Culture

Eugene Naida's[2] categorization of culture into "ecological culture, material culture, social culture, religious culture, and language culture" highlights the diverse nature of culture. Hui culture is rich in connotations and has unique artistic expressions. Therefore, it is essential to have a comprehensive understanding of the central aspects of Hui culture to accurately convey its exceptional charm and values. Additionally, Hui culture's artistic forms are dynamic and diverse. These art forms reflect the aesthetic interests and lifestyles of the people of Huizhou through their exquisite skills and unique styles. Moreover, Hui culture contains profound philosophical thoughts and values that have been extensively communicated and integrated into Hui culture, forming a unique Hui cultural system. Maintaining the authentic meaning while allowing foreign readers to grasp and appreciate the artistic magnificence and values of Hui culture is a challenging task in translation. Therefore, when communicating Hui culture to foreign audiences, it is imperative to have a thorough comprehension of

its meaning, precisely identify its essential components, and employ suitable cross-cultural communication approaches and techniques to effectively convey the distinctive allure and values of Hui culture.

### 3. Cross-cultural Communication Properties of Hui Culture Translation

Translation activities have entered a new era in which the academic community seeks to redefine translation in the age of globalized digital information[3]. Translation serves as the primary mode of external communication, aimed at achieving cultural exchange and intercommunication. Language serves as a medium to help the audience understand the culture of the translated language, thereby easing communication between the parties. In cross-cultural communication, involving people from distinct cultural backgrounds, the goal of translation extends beyond simply conveying the text's meaning. It also includes comprehending and addressing intercultural communication barriers. As Nader[4] argues, translation is crucial for comprehending foreign cultures and fostering coexistence between different peoples. One could argue that globalisation would not have occurred without translation[5]. Translation plays a crucial part in communication, facilitating understanding of cross-cultural differences in thinking and communication to achieve effective exchange of information.

Homi[6] stresses the need to establish an open communication environment and adopt suitable communication tactics and methods to comprehend and appreciate different cultural distinctions when communicating effectively across cultures. Solely relying on translation is insufficient in establishing this open environment since it only represents ideas. Creating an open environment requires the integration of translation with other communication factors. Communication is a fundamental interactive process that involves conveying meaning through both verbal and non-verbal symbols, enabling social interaction and information sharing. This process enhances human knowledge and understanding of the world.

The communication process is divided into five elements in the linear communication model proposed by Lasswell. These are the Who, Says What, In Which Channel, To Whom, and With What Effect. In translation communication, the translator acts as an essential link in decoding and encoding cultural symbols. To establish a dynamic and organic translation and communication system, "who translates" has been incorporated into the original 5W communication model, creating a comprehensive process for international cultural communication, as shown in Fig. 1, Who - the selection of appropriate international communication content- who will translate it into different languages - translated content - choose the most appropriate international communication channel for the content - target audience for content - with what kind of communication effect. By examining the process of translation and communication, we can identify effective paths for cross-cultural communication, create a fresh paradigm for constructing regional cultural representations, supply theoretical groundwork for the practical application of regional cultures, and amplify the global communication of regional cultures.

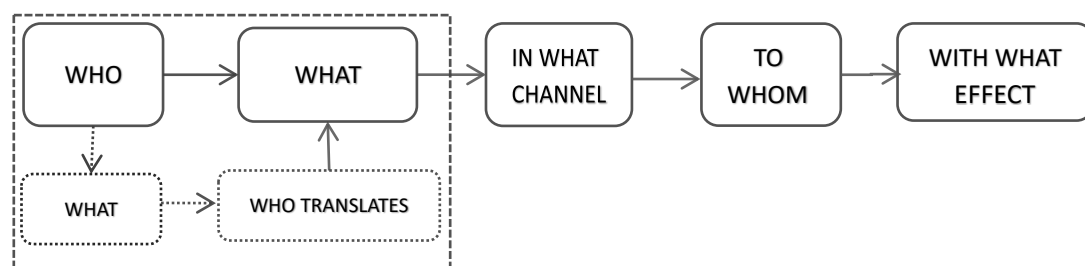


Figure 1: The Process of International Communication of cultural Culture

The communication process of Hui culture involves five key components: the communicator, the translator, the content, the medium and the audience. The communicator selects the content for transmission, which functions as the mode of conveying the message. The translator, in turn, translates this content into an appropriate form that can be understood by the target audience. The medium is responsible for distributing the information, while the audience receives and processes the information according to their interests and needs.

The communicator drives the translation and communication process, which includes both direct and indirect communicators. Their responsibilities include determining the entire process of translation and communication. Additionally, content serves as the foundation of translation communication, containing the information before and after decoding by the translator, i.e. the original text and its

translation. The cultural acceptance of this content is determined by its interpretation, which is influenced by diverse cultures. Translators play a crucial role in this process by examining the content of the information and modifying it in order to ensure that it is understood and accepted by the intended audience. They also shoulder the considerable responsibility of cultural output by ensuring that the content is effectively screened and decoded. The media act as channels and platforms for spreading information, shaping the reach of the content disseminated. The Internet's rapid development has led to increasingly diverse media formats. It is crucial to select suitable and optimal media based on communication objectives to improve communication efficiency. The audience receives the content selectively, catering to their personal interests and requirements. In the digital age, people are no longer just consumers of information. Many are actively involved in translating and communication. This phenomenon, referred to as "mass self-communication" [7] within cross-cultural contexts, is crucial in evaluating the effectiveness of translations. Factors such as the communicator's intent, the translation's impact on the audience, and resultant influence and formation must also be considered. The degree of audience acceptance remains a key indicator of success.

#### **4. The Mission of Translating and Communicating Hui Culture to Foreign Countries**

The translation and communication of Hui culture is intended to convey the unique charm of Chinese culture, promote cross-cultural communication and foster the prosperity of the cultural. As an important part of traditional Chinese culture, Hui culture, through translation and communication, shows China's distinctive value system and aesthetic concepts. This practice greatly enhances the international community's understanding and recognition of Chinese culture. Additionally, translating and communicating Hui culture plays a key role in bridging the dialogue between different cultures and promoting cross-cultural exchange and learning. Furthermore, the translation and communication of Hui culture presents fresh prospects for development in related industries as a cultural resource with unique charm and market potential, and promotes the prosperity and development of the cultural industry.

The translator acts as a bridge in the translation and communication process, requiring them to understand and convey the information and cultural meanings contained in the original text. It is their responsibility to accurately transmit this information, ensuring it is understood across diverse cultures, thereby facilitating cross-cultural communication. Translators must maintain cultural self-awareness and actively contribute to the promotion of Chinese culture. Translators have a significant responsibility in shaping the image of China to be aligned with the cultural perceptions of the audience. This enhances cultural influence by building a relationship between the target audience and China. It is important for translators to respect the cultural differences of the audience and adapt to their cultural habits and values accordingly. In summary, cross-cultural communication is complex, and translators must work towards achieving the goals of transmitting correct information, promoting cultural understanding, and constructing a positive image. By improving the quality and raising awareness of their translation work, translators can promote mutual understanding and communication among diverse cultures.

#### **5. Status of Hui Culture Translation and Communication**

Anhui Province has endeavoured to promote Hui culture internationally through various means. The primary technique is to integrate culture and tourism. This involves establishing landmark tourist attractions, propagating tourism IP, including hosting international cultural and tourist festivals, creating international cultural exchange bases, and holding international Hui business forums, etc. The second approach to promote Hui culture internationally is through academic conferences focusing on Hui studies. This could include events such as the International Symposium on Hui Studies and Chinese Traditional Culture, the China International Hui Academic Symposium and the International Symposium on Hui Merchants and Jiangnan Culture. These conferences aim to facilitate the exchange and communication of Hui culture on an international platform. The international communication of

Hui culture has achieved certain results, but there are still some problems: 1. Insufficient use of integrated resources: Hui culture is abundant in content, and there exist numerous excellent contents that could be shared. However, the available resources for international communication concentrate solely on Mount Huangshan and tourism in that region. This results in poor communication output as many resources remain unutilized. 2. Fewer translated texts: There is a significant shortage of translated materials for the external communication of Hui culture. The existing translations available

for international communication are inadequate, leaving much information unable to reach foreign audiences. 3. Lack of awareness of communication: The awareness of international communication for Hui culture is currently limited, with insufficient emphasis on active promotion and publicity. Existing promotional efforts for Hui culture mainly consist of scenic videos, lacking English explanations and introductions.

## 6. Translation and Communication Strategy of Hui Culture

### 6.1 Principles and translation strategies for translating Hui culture

#### ▪ Establishing the Goal and Serving the Nation

Effective communication requires a clear focus on the goals of the communicator, message, and medium. In Hui culture, precise communication objectives play a key role in shaping both regional and international images while promoting core values. The couplet serves as a visual representation, integrating values with contemporary features, guiding communicators in the right direction.

There is couplet in the Hui Zhou Couplets:

*Kind words, selfless behaviors, and noble thoughts, will build up personal peace, family happiness and descendants prosperity, day by day;*

Couplets visually embody Hui culture, conveying the belief that goodness in language, behavior, and thought brings blessings to oneself, family, and future generations. In the process of translation, the term "goodness" goes beyond a literal meaning, instead being rendered as "peace" to reflect its multidimensional nature, encompassing kindness, beauty, nobility, and the deep Chinese commitment to peace. This choice aligns with the Chinese people's profound pursuit of peace.

Additionally, the term "qing" translates as good fortune. Within the couplet, the repetition of "goodness" and "good fortune" is interpreted and translated accordingly. "Goodness" is rendered as kindness, selflessness, and nobility, while "fortune" is translated as peace, happiness, and prosperity. These translations effectively capture the purity, nobility, and the Chinese people's desire for a better life.

In order to ensure the effective communication of Hui culture, we need to clarify the communication objectives and encourage communicators to actively promote the subjective initiative around core values.

#### ▪ Fostering Inclusive Synergy and Eliciting Resonance

The concept of communication is the cornerstone of the communication process. However, the lack of innovation in the communication concept of Hui culture has resulted in international communication being limited to mere "propaganda". To enhance the effectiveness of communication, we must innovate the concept around communication goals, transforming it into the communication of a "vibrant culture" and advocating for "diversity coexistence" to ignite an "emotional resonance" among the audience.

Hui culture holds profound historical connotations, yet many cultural remain inadequately conveyed. Chinese cultural ambassador, Li Ziqi, has broken the mold of traditional farming culture by presenting China's intangible cultural heritage to the world, evoking a longing for China. Her works exhibit a "living and authentic China", showcasing her genuine cultural confidence and exceptional craftsmanship. By emphasizing authenticity, confidence, and craftsmanship, we can revitalize Hui culture.

For example, in Huizhou, there is a couplet, the first line of the couplet urges individuals to embrace an essential attitude towards life - diligence and frugality. The second line emphasizes the importance of adopting two key living styles - hard work and reading. These values of diligence, frugality, studying, and hard work not only shape the core principles of Hui culture but also represent exemplary qualities of the Chinese nation. Although the language of couplet is concise, it carries deep meaning and include a rich humanistic spirit. By translating the couplet as

*Remember a two-word living attitude: diligence and frugality*

*Follow two living styles: hard-working and reading*

Firstly, the audience can grasp its basic meaning and gain insights into the Chinese way of life. By employing multimodal forms that incorporate text, regional characteristics, and various mediums

including videos, the audience can truly immerse themselves in the prosperity and beauty that arises from the diligent and thrifty practices, as well as the emphasis on both reading and farming, among the people of Huizhou. Through the fusion of language, images, and videos, this multidimensional and immersive presentation vividly showcases the rich essence of Huizhou's "living" culture.

Secondly, the concept of "Inclusive Synergy". Cultural communication is the collision and fusion of two cultures, which is three-dimensional. Cultural hegemony has narrowed the channels of information communication and caused misunderstanding in Chinese culture, which is broad-minded; therefore, the international communication of Hui culture should not be one-way hegemonic, but should promote mutual respect and harmonious coexistence among different cultures. Therefore, it should expand the folk channels, integrate and coexist with different cultures reflecting the broad-mindedness of a great nation.

Thirdly, emotional resonance is crucial in cross-cultural communication. Traditional culture sometimes presents messages that may conflict with the values and beliefs of Western audiences, leading to diverse or opposing interpretations. This can significantly impact the effectiveness of communication. Take, for example, the concept of "sacrificing one's own self for the sake of the greater good." This noble ideal holds great significance in Chinese culture, whereas Western culture tends to emphasize individualism and the pursuit of personal interests, often conflicting with the Chinese viewpoint. To illustrate this, let's consider the "Tangyue Pagoda Cluster" in Huizhou, which serves to honor family achievements. It is introduced as

*The father and his son both expressed their desire to be killed to save the other's life. The emperor decreed to set up an archway to praise their bravery and self-sacrificial spirit*

The translation does not adequately convey the spiritual meaning of "Give up your life for others", an age of information overload, too much elaboration may not yield satisfactory results. The exploration of shared emotional values among humanity, such as courage, love for the motherland, care for others, and appreciation for our homeland, is needed. Through the use of multimodal forms, the stories behind these values can be depicted, allowing for a multidimensional and immersive interaction between the communication information and the audience.

## 6.2 International Communication Strategy of Hui Culture

### ▪ Diversifying Communication Subjects: Embracing Diversity

From the perspective of communication, official entities currently dominate as the subject. Yet in the age of the internet, unofficial subjects also have a substantial impact. Particularly with social media, the communication of knowledge has become more decentralised and less professional [8]. In this instance, the traditional institutional model no longer holds complete authority in the generation of knowledge, as social media affords non-professional individuals the ability to act as micro-influencers and decrease the information divide [9].

Equally, communication is no longer restricted to individual agents but rather to groups of individuals with varying psychological profiles and audience demographics. Communicating parties interact with each other and singular communicators cannot respond to diverse audiences. Hence, it is imperative to enhance the involvement of various actors like private entities and enterprises to invigorate communication's potency and augment its efficiency. Participatory culture challenges the conventional belief that audiences can only passively receive information and lack subjectivity. Instead, the acceptance of text becomes a social interaction process between the audience, deconstructing traditional stereotypes [10].

### ▪ Storytelling and Digitalizing Communication Content: Enhancing Engagement

In the international communication of Hui culture, the communicator has limited the content, failing to present an in-depth excavation of the times. Additionally, the choice of audience exposure and the processing of content by the communicator affect the communication medium. The Forbidden City has converted its culture into fascinating stories to bring history closer to the audience; Li Ziqi has demonstrated the wisdom of Chinese culture in the form of videos; Dunhuang culture has innovated its communication through the active communication mode of "culture + technology": using digital computer technology to reproduce and display Dunhuang culture, creating interactive product experiences in VR mode, and organising online Dunhuang cultural exhibitions with the help of digital technology. Digital technology is utilized to manage online exhibitions of Dunhuang culture. These achievements demonstrate the importance of enhancing the quantity and quality of information

pertaining to Hui culture put forth by communicators. Likewise, they emphasize the significance of encouraging multidimensional and multimodal expressions of Hui culture. Technology-enabled content can meet the needs of audiences' psychology and emotions, so that audiences can move from perception to understanding, and from passive acceptance to communication and sharing. The narration of Chinese stories using storytelling in Western languages aligns with Western preferences and is easy to comprehend.

#### ▪ Evaluating Communication Impact: Gathering Feedback

The interaction of different factors, reflected in the feedback received, determines the outcome of the communication process. Feedbackers provide spontaneous feedback aimed at promoting the development of communication in a context of constant change. To respond effectively to a dynamic world, it is essential to actively gather feedback in a timely and proactive manner. This enables adjustments to be made to communication objectives, concepts, media and message content based on the feedback received, ensuring a proactive approach to communication. It is essential to make proactive efforts to identify and remove cultural barriers, to enhance cultural identity, to strengthen the soft power of regional culture, to broaden the influence of regional culture and to contribute to regional development and national image building.

## 7. Conclusion

Hui culture, as an integral part of Chinese culture, holds a deep historical background and profound significance. From a communication perspective, exploring the external communication of Hui culture means not only realising "cultural self-awareness" and "cultural confidence", but also effectively using the strengths of Hui culture in translation and communication to promote Chinese culture on a global scale. In this process, translators play a crucial role. The core values and unique charm of Hui culture must be explored, appropriate translation strategies and communication channels must be utilized to ensure widespread and global recognition. Therefore, conducting an in-depth study on the international communication of Hui culture is important for promoting the international communication of Chinese culture.

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