

**MODERN VECTORS OF SCIENCE
AND EDUCATION DEVELOPMENT
IN CHINA AND UKRAINE**

中国与乌克兰科学及教育前沿研究

Harbin Engineering University

State institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky"

Educational and Cultural Center "Confucius Institute"

Odesa, Ukraine

Harbin, the People's Republic of China

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This international journal, as a periodical, includes scientific articles of Ukrainian and Chinese scholars on the problems of Sinology, Cross-cultural Communication, Pedagogy and Psychology: contemporary review. Odesa, Ukraine.

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The ninth issue of the materials represented by the Ukrainian and Chinese scholars are dedicated to the relevant issues of General and Contrastive Linguistics within the Chinese, English, Ukrainian, Turkish and Korean languages; linguodidactic problems of teaching native and foreign languages within polycultural educational space; peculiarities of cross-cultural communication in geopolitical space alongside education-related aspects regarding profession-oriented training of future specialists under conditions of multicultural environment and military actions in Ukraine; post-COVID-19 pandemic challenges.

The given articles may be of use to researchers, graduates, postgraduates and practising teachers who are interested in various aspects of Sinology, Cross-cultural Communication, Linguistics, Pedagogy and Psychology.

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THE STRATEGIES OF CHINA'S IMAGE CONSTRUCTION IN THE CONTEXT OF MULTICULTURAL COMMUNICATION: A CASE STUDY OF THE ENGLISH VERSION OF THE 20TH NATIONAL CONGRESS REPORT

Abstract: *Considering the rapid growth of China in the context of multicultural society, this paper integrates translation studies and international communication by analysing excerpts from the English Version of the 20th National Congress Report while using qualitative and quantitative methods. With a focus on foreignization and domestication strategies, it aims to explore the general methodology of publicity-oriented translation to promote China's national image.*

Keywords: *national image; translation; foreignization; domestication; international communication*

Introduction

As a reflection of the national development in history, national image involves the cognitive process of receivers both at home and abroad through the impact of activities and actions in the name of a nation. It is an indispensable dimension in understanding a country synchronically and diachronically with international

communication as an

important variant, says Yalin Qi (2023). With the national strength of China grown over

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the years, the need for building an accurate and impartial China's national image has become more urgent. However, the dissemination of its culture and concept via international communication has long been disputed over the intention of China to promote these ideas with Chinese characteristics that could lead to the contradiction of different ideologies and Western misinterpretation of socialist development.

Therefore, it holds great significance to achieve the successful communication of any message between China as the sender and the rest of the world as the receiver for China's national image construction. In this process, “self-shaping” as often neglected should be leveraged properly, which takes the proper and effective foreign-oriented translation as a major means, particularly in terms of political discourse. To cater for different cultural tastes, foreign-oriented translation is entitled to serve as a medium for Chinese philosophy promotion and a mirror of China's national image. Given such importance, the academic sector has already conducted much research in this field on translation techniques, strategies, and quality while laying little emphasis on the effect of with regard to international communication. Just as Zhihong Qi (2024) mentions, the studies of international communication and foreign-oriented translation have long been separated from each other with independent research frameworks. Meanwhile, others like Yiwei Zhong (2023) as an example propose that the construction of the national image should also be put in the context of “the other” and root out the cause of external misunderstanding by way of transpositional consideration. Hence, this paper attempts to combine the two disciplines while analysing the official English

version of the 20th National Congress Report and exploring the implementation of China's “going global” strategy within the context of the multicultural society nowadays.

In this paper, we focus on the analysis of the translation effect using the theory

of foreignisation and domestication put forward by Venuti (1995). Based on the textual comparison, the paper provides certain examples with the total amount of the use of the two strategies illustrated by graphs. After identifying the specific mode of translation embodied in the target text, we explain the reason for its application under the guidance of culture and communication theories. Considering the cultural differences between China and the rest of the world, particularly the Western nations, the analysis section pays more attention to the underlying cultural concern in translation. In the end, the paper proposes the appropriate approaches to international communication when China initiates to provide some reference for the built-up and amplification of Chinese voices in the international arena.

Literature Review

According to the retrieval result in CNKI, the studies on translating Chinese publicity- oriented texts can be traced back to the late 1990s and early 2000s. At that period, China was accelerating its steps towards interaction with other countries but facing barriers in communication; as a result, translating became the major method to introduce China and expand its international networking. Given the lack of experience, the main research focus was on how to give a full play to translation. For example, Shixuan Zhang (1997) proposes his expectation on translators of China International Publishing Group (CIGP) so as to fulfil the responsibility of external propaganda in terms of translation, compiling and investigation. Likewise, Youyi Huang (2004) points out the guiding principles in foreign-oriented translation, namely, bridging the cultural gap with consideration of cultural differences and learning the norm of foreign language use to avoid misunderstanding. Later, with the improvement of international status and influence, the statistics suggested an obvious increase in this subject over a decade, the academic discussion has been expanded in all directions concerning translation strategies and translation methods. The main focus lies in the framework of translation studies, while the research topic on international communication or translational communication accounts for a relatively small proportion, as seen in Figure 1.

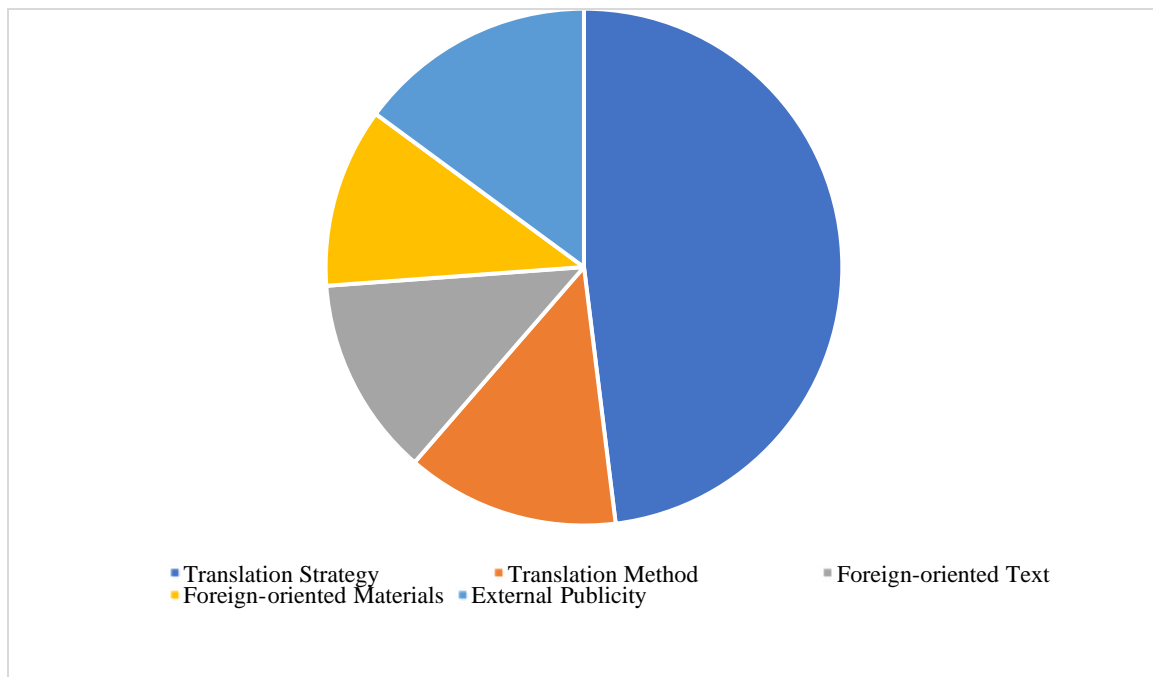


Figure 1. Directions concerning translation strategies and translation methods

As Zhihong Qi (2024) concludes the disconnection between translation and international communication has become a traditional feature with regard to the research of the dissemination of Chinese discourse. Similarly, Li Xiao and Hai Wang (2023) also emphasise that the research on China's image under the framework of translation studies is not fully developed with little theoretical foundation based on the interdisciplinary studies and so it is the case with interpretation, non-fictional translation, and multimodal translation. Therefore, the paper aims to overcome the limitations in previous studies and combine the two disciplines for a comprehensive description of the methodology of China's national image construction.

The theoretical foundation of this research, involving foreignization and domestication, has been explored by scholars in China and beyond over the years. As Wenfen Yang (2010) claims, they are two basic translation strategies which provide both linguistic and cultural guidance. As first termed by American scholar Venuti in his book *The Translator's Invisibility – A History of Translation* (1995), the two strategies are defined as “an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home” and “an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad” respectively. These concepts have brought a

significant change to translation studies. Along this line, Yonamine (2022) conducted research on domestication and foreignization in interlingual subtitling for better guidance in the use of translation strategies. Likewise, Chinese scholars such as Chunling Yun and Xiaobin

Fan (2023) and Haitao Jiang and Fang Bao (2024) explore the two strategies used in the translation of Chinese movies and cultural influences. However, there is still a need to conduct research in the national image construction and external publicity by examining the theory proposed by Venuti in the field of foreign-oriented translation with the ever-changing development of China.

Analysis

Deploying the qualitative and quantitative methodology, we select from the 20th National Congress Report the seventh part (titled “Exercising Law-based Governance on All Fronts and Advancing the Rule of Law in China”) and tenth part (titled “Pursuing Green Development and Promoting Harmon between Humanity and Nature”) as our target materials for their unique importance in external publicity and particular interest raised in the international community. As the investigation of Xiaosheng Gao (2024) finds, there exists some misconception on Xi Jinping thoughts on the rule of law among some US and EU scholars. The misunderstanding makes it more pressing to normalize and strengthen the overseas dissemination of the rule of law with Chinese characteristics. Likewise, Quanxi Li and Chunjuan Ning (2023) discuss overseas scholars’ perception and commentary on Xi Jinping thoughts on ecological civilization and emphasize the significance of the expression paradigm in international discourse. Given the urgency and necessity, we analyse the original texts and the translated texts and present the specific strategies based on the foreignization and domestication spectrum proposed by Ramière (see Figure 2).

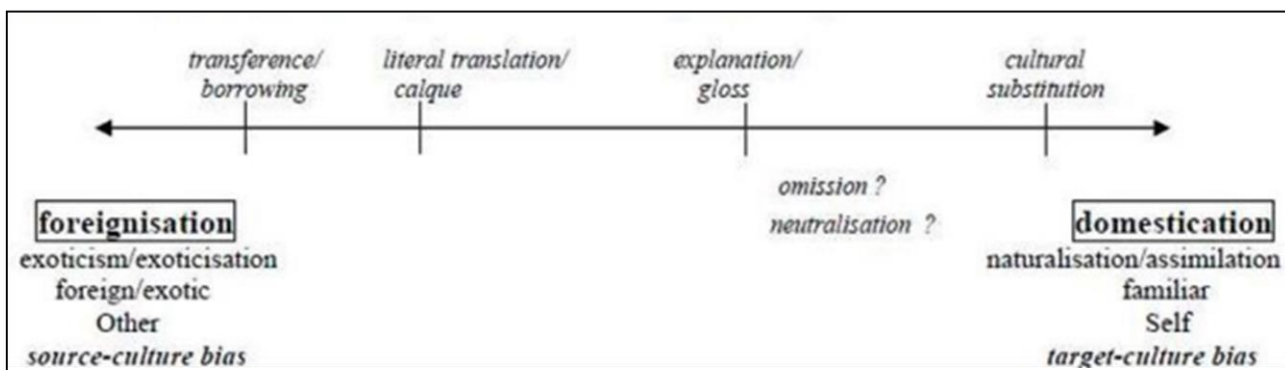


Figure 2. The specific strategies based on the foreignization and domestication spectrum proposed by Ramière

According to Ramière (2019), “translation procedures are distributed along a scale with two poles, usually termed foreignization and domestication, but also referred as to exoticism/assimilation, source/target, foreign/familiar, Self/Other, etc?”. Guided by his model, we counted the two strategies reflected in the selected text and the result is illustrated with figure 3.

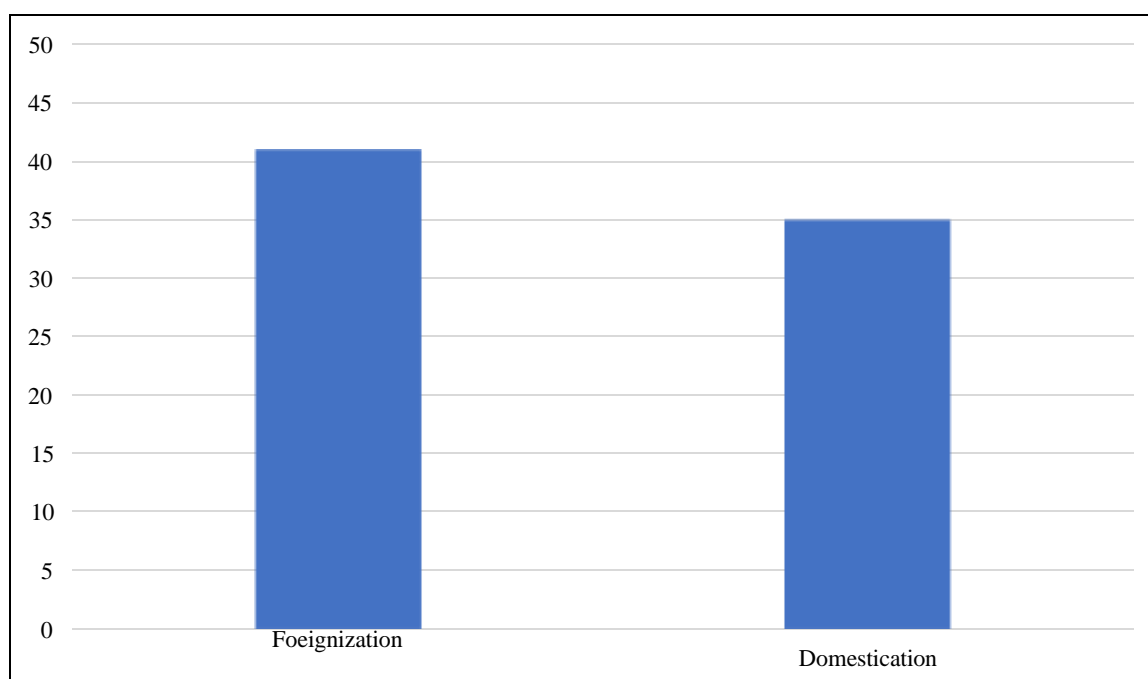


Figure 3. The two strategies reflected in the selected text and the result

Based on the statistics from the manual indexation, it can be found that foreignization is used relatively more than domestication in sentences. However, the two strategies are both used for message communication according to specific requirements and there exists a few sentences with both strategies applied. Meanwhile, the employment of the two strategies exhibits a few features. As for foreignization,

the prominent part is related to the translation of phrases and expressions with Chinese characteristics or rhetorics. Due to unfamiliarity with the national conditions, culture and history of

China, foreign readers often miss the unique information coded in these phrases; e.g., we must uphold and act on the principle that lucid waters and lush mountains are invaluable assets ... (p. 43).

必须牢固树立和践行绿水青山就是金山银山的理念.....

E.g., we must remain firmly committed to the leadership of the Party, to the state system of people's democratic dictatorship ... (p. 35)

坚持宪法确定的中国共产党领导地位不动摇，坚持宪法确定的人民民主专政的国体.....

As these sentences exemplify, the English translation does not express the inner information in an explicit manner, such as abandoning the metaphor and rendering it into the common words “well-preserved environment” used in English, or giving an extra explanation to the special governance system design “people's democratic dictatorship” as a state system led by the working class, based on the alliance of workers and peasants, exercising democracy for the people and dictatorship against enemies, representing a form of proletarian dictatorship practised by the Chinese people. To explore its underlying cause, the relationship between culture and translation merits mentioning. Just as the national strength of China growing, Chinese culture also seeks international representation through external publicity, in which Chinese concepts are put forward appropriately for others to learn and apply into practice. However, just as the difference between Chinese cultures and others mentioned above, the undue interpretation for tailoring to Western expression might impose a negative impact on the understanding of foreign readers. Sometimes, the mode of domestication used for the dissemination of Chinese thoughts is worth reconsidering.

Meanwhile, due to the difference in expression, adding the pronoun “We” is frequently applied in the translation. In many places, the Chinese text tends to omit the subject such as “We”.

E.g., we must give better play to the role of the rule of law in consolidating foundations ... (p. 34).

必须更好发挥法治固根本、稳预期、利长远的保障作用.....

E.g., we will continue to control pollution in a lawful, targeted, and science-based way ... (p. 44).

坚持精准治污、科学治污、科学治污.....

Taking the two sentences as examples, we can find the invisible agent “We” (China) in the original text becomes visible in the translated text. Instead of choosing the passive voice that also omits “We” in the sentence, for example, the fundamental role of the rule of law in securing stability, fostering expectations, and safeguarding long-term interests must be better emphasized (必须更好发挥法治固根本、稳预期、利长远的保障作用), it supplements the agent in the translation. However, the finding of Kaibao Hu and Xujun Tian (2018) defines that the publicity-oriented interpretation usually employs a discourse style that is more objective, with few instances of using personal pronouns for self-reference. Different from the previous widely-used discourse style, the English version of the 20th National Congress Report breaks the translation tradition imposed by the implicit and indirect culture of China and fits into the foreign-side expression. And this feature as a reflection of applied domestication is also part of the outcome of culture-based translation. Other cultures, particularly Western cultures tend to express the information explicitly. Such extroverted cultures like them define the way they receive information as well, so China with a relatively introverted culture should change its way of dissemination to convey in an active and explicit way promoting the image of China as a responsible major country. Foreign readers can easily understand the intention of China’s action while reading these foreign-oriented materials.

Conclusion

To conclude, we find that the approaches to self-shaping national image through translating China’s foreign-oriented texts, particularly in political discourses, can be categorised into two strategies: domestication and foreignization. Considering the

differences between Chinese and other cultures as well as the competition between the major powers, translators leverage them within a reasonable range: foreignization is mainly used to disseminate China's vision and concepts of significance and domestication is mainly used to build China's national image as a responsible major country in the mind of foreign readers. Given their applications, we formulate a proportionate methodology combined the concerns of translation studies and international communication. Different from the early stage of China's overseas promotion when the translation mainly was reader-oriented which served foreign readers to learn about China, the current external publicity should set higher requirements for suitable corresponding formation while retaining the basic rule of meaning equivalence. Moreover, on a broader sense of international communication, a major country like China should also be confident in establishing the narrative of international communication with Chinese characteristics. In this way, the misinterpretation can be resolved and China's national image can be truly reflected.

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多元文化背景下国家形象塑造路径探索——以《党的二十大报告》英译本为例

摘要：伴随中国社会经济快速发展，正确树立国家形象的需求日益迫切。在这一过程之中，外宣翻译发挥着重要的意义和作用。然而，翻译与国际传播两者在研究中长期处于分离状态，相关发现仍有待挖掘。因此，本文以跨学科的视角，采用定性和定量方法对二十大报告英文版的节选内容进行分析，并借助异化和归化理论对总体翻译模式进行总结。基于当下多元文化交流的社会背景，本文旨在探索外宣翻译的基本方法指引，借此积极推动国家形象塑造。

关键词：国家形象；翻译；异化；规化；国际传播

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