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TRANSCODING STRATEGIES IN TRADITIONAL CHINESE MUSIC INTERPRETATION STUDY

Guided by an interdisciplinary perspective and based on multidisciplinary theories, this paper deeply analyzes the current situation and difficulties of traditional Chinese music in the process of interpretation and transcoding, constructs and verifies the transcoding strategy. Specifically, from the perspective of interpreting, musicology, communication and other multidisciplinary theories, this paper comprehensively reviews the current situation of the international dissemination of traditional Chinese music, and excavates the problems and difficulties existing in the interpretation and transcoding of traditional Chinese music. Through the study of multi-dimensional transcoding strategies such as semantics, culture, and music style, combined with actual case studies, the application effect of the strategies is analyzed, and a practical transcoding strategy system is formed finally, so as to promote the international dissemination of traditional Chinese music across language and cultural barriers.

Keywords: *interpretation, transcoding, traditional Chinese music, international communication.*

Research Significance

1. Significance of theoretical research

In terms of enriching the content of interdisciplinary research, the study can deconstruct the traditional knowledge of a single discipline, integrate multidisciplinary knowledge such as interpreting, musicology and communication.

It can provide new perspectives and ideas for interdisciplinary research, improve the application of interdisciplinary theoretical system in the field of international communication, and deepen interdisciplinary understanding as well. “It helps to carry out interdisciplinary research, so as to achieve the dual improvement of English knowledge skills and music professional ability.” (Yang, 2024:101)

Based on the special field of traditional Chinese music, the study explores the strategy of foreign language interpretation and transcoding in international communication, breaks through the scope of conventional interpretation and translation research, enriches the application theory of interpretation and translation theory in the translation of specific music and art content, and fills the research gap in this field from an interdisciplinary perspective. “This type of translation helps convey the meaning and emotion of the original and helps English-speaking readers better understand the essence of traditional Chinese musical ideas” (Wang and Deng, 2024:91).

2. Significance of practical research

First, the study can provide a platform for the international dissemination of traditional Chinese music through effective interpretation and transcoding strategies, and overcome language and cultural barriers. We should “dig into the essence of excellent traditional music culture, show students traditional Chinese culture clearly and comprehensively, eliminate the misunderstanding of Chinese traditional culture in western culture, constantly broaden the dissemination of traditional music culture, fundamentally enhance the influence of traditional music culture and respond effectively to the challenges of the times” (Fu, 2025: 52). In this way, foreign audiences can have a deeper understanding of the connotation, characteristics and charm of traditional Chinese music. Therefore, it can enhance the popularity and influence of traditional Chinese music in the world, and promote the dissemination and exchange of traditional Chinese music on a global scale.

Second, it also provides reference for the international dissemination of multiculturalism. The research results can provide a reference for interpretation and

translation strategies for the international dissemination of other traditional Chinese cultural art forms such as Peking Opera and paper-cutting, promote the international dissemination of the Chinese culture as a whole, enhance cultural understanding and tolerance between different countries and ethnic groups, and facilitate multicultural exchanges and mutual learning.

Interdisciplinary Theoretical Foundations

1. Interpretation Functional Equivalence

(1) Translation equivalence theory: “In the context of knowledge translation, translation is a cultural act and social practice of knowledge processing, reconstruction and redistribution across languages” (Zhong, 2024: 76). It emphasizes the semantic, pragmatic and stylistic equivalence between the translated text and the original text. In interpreting and translation, in order to achieve the maximum equivalence of the message conveyed by traditional Chinese music in the target language, it is necessary to consider the accurate translation of language elements such as music terms and lyrics, so as to achieve functional equivalence between the source language and the target language.

(2) Correlation theory: Interpreting and translation should choose the most appropriate transcoding method according to the audience’s cognitive context, so as to achieve the best association of music information transmission, so that the audience could easily understand the content expressed in traditional Chinese music.

2. Musicological Theory

(1) Music morphology: It is the study of the form and structure of traditional Chinese music, including melody, rhythm, harmony and other elements. When interpreting, it is necessary to accurately convey the characteristics of these musical elements to the audience and help them understand the unique charm of traditional Chinese music.

(2) The music culture: It focuses on the relationship between music and

culture. Traditional Chinese music contains rich cultural connotations. Interpretation and translation should effectively transcode the cultural background, symbolism and other information based on the theory of music culture, so that foreign audiences could deeply appreciate its cultural heritage.

3. Communication Theory

(1) Cross-cultural communication theory: It refers to the study of information transmission and communication between different cultures. In the international dissemination of traditional Chinese music, interpretation and translation are an important part, and it is necessary to follow the theory of cross-cultural communication, overcome the obstacles caused by cultural differences, and ensure the accurate and effective dissemination of music information.

(2) Communication effect theory: The study pays attention to the impact of information dissemination on the audience. By studying the communication effect theory, we can evaluate the acceptance and understanding effect of different transcoding strategies among foreign audiences, so as to optimize the transcoding strategy and improve the communication effect.

Research issues

1. Difficulties in integrating multidisciplinary knowledge

Each discipline has its own unique terminology, research methods and thinking modes, and it is difficult to realize the integration of multidisciplinary knowledge such as interpreting, musicology, and communication. Therefore, it is easy to have problems such as poor theoretical connection between multiple disciplines in the research process.

2. Transcoding dilemma caused by cultural differences

Traditional Chinese music carries a profound connotation of the Chinese culture, and there are huge differences between traditional Chinese music and western culture in terms of values, aesthetic concepts, and music systems. “It is a

big obstacle for Chinese traditional culture to ‘go out’ to translate the content vividly so that native English speakers can appreciate the cultural connotation” (Zheng and Liu, 2024: 98). Therefore, how to bridge these cultural gaps in interpreting and translation, accurately convey the cultural meaning behind the music, and avoid cultural misunderstandings are the difficulties faced by the research on transcoding strategies.

3. Adaptability of strategies in a dynamic communication environment

With the development of globalization and new media technology, the channels and audiences of international communication of traditional Chinese music are constantly changing. Therefore, it is difficult to study how to make transcoding strategies adapt and effective in the dynamic communication environment in order to meet the needs of different communication scenarios and audiences.

Transcoding strategies in interpretation

1. Basic research on the communication of traditional Chinese music based on interdisciplinary theories

The study deeply explores multidisciplinary theories such as linguistics, musicology, communication, and gives an analysis of their application principles in interpretation and transcoding in international dissemination of traditional Chinese music. It reviews the categories, styles, and cultural heritage of traditional Chinese music as well, and clarifies the main forms and current status of its international dissemination, so as to lay a foundation for follow-up research.

2. Exploring the difficulties of foreign language interpretation and transcoding

The study explores the difficulties of music terminology interpretation caused by different language systems, analyzes the deviations of comprehensible music works caused by differences in music aesthetics and music values in different cultural backgrounds, and studies how to overcome these barriers to achieve

accurate transcoding. At the same time, it analyzes the unique performance techniques and difficulties of rhythm and rhyme in the interpretation and transcoding of traditional Chinese music, and discusses how to accurately convey the style and expression of traditional Chinese music in the target language.

3. Constructing transcoding strategies

From the semantic level, the study gives an emphasis on the application of literal translation, paraphrasing, annotation and other methods in translating music terms and concepts. In terms of culture, it will explore strategies such as cultural substitution and interpretation to enable foreign audiences to understand the cultural connotations behind music. In terms of musical style, we will think about how to use analogy, description and other methods to convey the characteristics of traditional Chinese music through foreign languages.

4. Verification Cases and Analysis Strategies

The study will collect examples of interpretation of traditional Chinese music in international music festivals and music exchange activities, and analyze the application and effect of transcoding strategies. Through the comparative study of successful and failed cases, the effectiveness and feasibility of the transcoding strategy are verified, and the experience and lessons are summarized.

5. Evaluation of communication effect and optimization strategy

Using relevant theories and methods of communication, the study constructs an evaluation system of communication effect, and considers the role of transcoding strategy in the international communication of traditional Chinese music in terms of audience cognition, attitude change, and behaviour impact. According to the evaluation results, the transcoding strategy is optimized to improve the communication efficiency.

The practical value and application prospect of interpretation and transcoding

1. Practical value

(1) Enhancing the international influence of traditional Chinese music:

The study provides professional strategies for the interpretation of traditional Chinese music in international performances, music exchange activities, online music platform dissemination and other scenarios, so that foreign audiences can transcend language and cultural barriers, deeply understand the Chinese stories and emotions behind traditional Chinese music, and enhance the acceptance of traditional Chinese music in the international market.

(2) Innovating the teaching content of foreign language interpreting: The study provides new materials for the teaching mode of foreign language interpreting courses in colleges and universities, cultivates students' translation skills for special cultural content such as traditional Chinese music, improves students' cross-cultural communication and professional interpretation ability, and provides more compound foreign language talents who are competent for international cultural communication tasks in the future.

(3) Promoting international cooperation in the music industry: We help all parties accurately convey the concept and cultural connotation of music, eliminate communication barriers, promote the integration of China's music industry with international standards, and expand the international market in activities such as international music copyright trading, joint music creation, and transnational music education cooperation.

2. Application prospects

(1) Cross-cultural communication: Through accurate and effective transcoding strategies, traditional Chinese music will be more easily understood and appreciated on the international stage. It increases its influence in the international music market, attracts more overseas audiences, enhances its status and influence in global music culture, and finally promotes the globalization of traditional Chinese

music. On the other hand, audiences from different cultural backgrounds can deepen their understanding of the cultural connotations behind traditional Chinese music. It can promote mutual respect and tolerance between different cultures, and promote the harmonious coexistence of international multiculturalism so as to promote international multicultural exchanges.

(2) Education and teaching field: The study can innovate interpreting teaching content, which can make teachers innovate the curriculum and teaching mode of interpreting major, cultivate students' interpreting abilities in the field of traditional Chinese music and other cultural arts, improve the level of cross-cultural communication, and enable students to be competent for interpreting tasks in various international cultural scenarios. In terms of music education resources, the study can provide cross-cultural teaching ideas for music teachers in colleges and universities, help them better explain the background and knowledge of traditional Chinese music to foreign students in international music exchange courses, and promote the internationalization of music education.

(3) Art industry: The research results can reduce communication barriers, accelerate the process of cooperation, promote the integration of China's traditional music industry into the global market, and create more economic benefits in activities such as international music copyright transactions, international joint music creation, and large-scale transnational music performances, so that it can promote international cooperation in the music industry. On the other hand, it can also improve the quality of interpretation of music and cultural experiences in the tourism industry, so that foreign tourists can deeply experience the charm of traditional Chinese music, so as to attract more international tourists and promote the development of the music tourism industry, which can help the development of music tourism.

Conclusion

1. Theoretical aspects

On the one hand, the study can provide new cases and theoretical support for interdisciplinary research in the field of international cultural communication, and improve interdisciplinary theories. On the other hand, it can explore and summarize innovative and pertinent transcoding theories based on the unique linguistic terms, culture and musical characteristics of traditional Chinese music, so as to expand the theory of interpreting and translation, and fill the gap in the theory of interpretation and translation of traditional Chinese music.

2. Practical aspects

First, the study provides scientific guidance for the interpretation practice of traditional Chinese music in international performances, exchanges, media dissemination and other scenarios. Second, the research results can enhance the international communication effect of traditional Chinese music through the use of the research transcoding strategy. “These studies not only help to deepen the understanding of Chinese music, but also promote cross-cultural exchanges and multi-domain music applications” (Wang and Deng, 2024: 89).

At the same time, the understanding and appreciation of traditional Chinese music by foreign audiences can be significantly enhanced. The visibility, reputation and influence of traditional Chinese music in the international community will be improved, and its wide dissemination and international cultural exchanges will be promoted on a global scale. Third, it can cultivate a group of professionals with interdisciplinary knowledge and skills in the fields of interpretation, music, cultural communication and other related fields, so that they can skillfully use transcoding strategies and be competent for interpretation work and other cross-cultural communication tasks in the international dissemination of traditional Chinese music.

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中国传统音乐口译研究中的转码策略

以跨学科视角为指引，以多学科理论为根基，深入剖析中国传统音乐在口译转码过程中的现状与转码难点，构建并验证转码策略。具体来说，从口译学、音乐学、传播学等多学科理论出发，全面梳理中国传统音乐国际传播现状，挖掘中国传统音乐口译转码存在的问题与难点。通过对语义、文化、音乐风格等多维度转码策略的研究，结合实际案例分析策略应用效果，最后形成具有实操性的转码策略体系，推动中国传统音乐在国际传播中跨越语言和文化障碍。

关键词：口译，转码，中国传统音乐，国际传播