

A Study of English Translation of Contemporary Chinese Literary Works in the New Media Age

Li Wan

School of Humanities, Huazhong University of Science and Technology, Wuhan, Hubei, 430074, China

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Abstract: In the new media era, it is a very valuable project to study the English translation of Chinese modern and contemporary literary works. On the basis of fully understanding the cultural and linguistic background of China and the West, the translation of Chinese and Western literary works is a process of re-creating the language texts of the works in accordance with certain theoretical skills. As a link of cultural transmission, under the guidance of the original works, it carries on different international cultural exchanges with its connotation as the core. As a translator or translator, it should be based on understanding the meaning of the original text, and to carry out creative language conversion, which does not change the meaning of the original author, but also allows the audience to understand the process of mutual transformation. Translation is a language art. It not only needs to be proficient in two languages, but also should be proficient in the content and knowledge reflected in the original text. The new media era has changed the way people produce and live. It also affects the translation of literary works. We must choose appropriate translation strategies to improve the quality of Chinese and Western literary translations.

1. Introduction

In the past, when literary translation was discussed in the field of translation studies, the focus tended to be on the translation of foreign literature into Chinese, and the object of study was mostly classical works [1]. In American libraries, 20 libraries collect Lu Xun's English novel *The True Story of Ah Q* published in 1926 by commercial press, and 19 libraries collect Lin Yutang's *Moment in Peking* published by Kelly & Walsh in 1939 [2]. Among the translators of many novels, Chinese contemporary translators have an important place. Their translation works are full of enthusiasm, and the quality of translation has been widely recognized by the industry. During that period, many scholars began to "importism" and devoted themselves to translating a large number of foreign literary works, while paying little attention to the overseas spread of Chinese modern and contemporary literary works, that is, "export-oriented" translation, leading to Chinese modern and contemporary literature [3-5]. Compared with the creation of English translation, the time of English translation was slightly delayed until it was reversed in the 1930s and 1940s. In the new era, we should promote Chinese culture to the world, enhance its appeal and influence in the world, and make it clear that we should organize the translation of outstanding academic achievements and cultural excellence [6]. How to translate and introduce excellent Chinese modern and contemporary works, promote Chinese writers to the world and establish China's proper cultural status is an important issue in China's cultural exchange with foreign countries [7].

The author relies on CNKI, Dissertations and Theses Collections (DTC), Pro Quest, Myi Library and other domestic and foreign databases as well as the collection resources of national libraries, Peking University Library and Beijing Foreign Studies University Library. The research object is the participants in the translation of Chinese modern and contemporary literary works, translation activities or translation activities as the screening criteria [8]. The Foreign Language Publishing House has a group of well-known translation experts who have translated and published some modern and contemporary Chinese novels. The scientific and technological society has brought a wide variety of new media forms [9]. The Internet has penetrated into all aspects of people's lives with its powerful power, and it also has an immeasurable impact on the translation of Chinese and

Western literary works. During the Qing Dynasty Westernization Movement in China, many outstanding students went abroad to study. They both had a cultural and cultural background in both China and the West. Under the influence of new ideas, they hoped to use their own strengths to engage in translation work and let the world pass a large number of excellent Chinese modern and contemporary literary works, understand the status quo of China's society [10]. In the history of Chinese modern and contemporary literary works, China Briefing, Living China, Chinese Literature and Panda Books have made unique contributions. The translation of Chinese and Western literary works is based on a thorough understanding of the cultural background of Chinese and Western cultures, and the process of re-creating the linguistic texts of works according to certain theoretical techniques. It serves as a link for cultural communication under the guidance of the original works. With the connotation of its bearing as the core, carry out different international cultural exchanges.

2. The influence of new media network on literary translation works

Investigating the publication, dissemination and acceptance of English translation works outside the country, field investigations in in-depth translation countries are indispensable. However, empirical research methods such as personal interviews and questionnaires have not yet been popularized in this field. By separately examining the spread of Chinese modern and contemporary Chinese novels published in China and published in the United States, the spread of Chinese modern and contemporary novels published in the United States greatly exceeds the same works published in China. Times. As a translator or translator, it should be based on understanding the meaning of the original text, and to carry out creative language conversion, which does not change the meaning of the original author, but also allows the audience to understand the process of mutual transformation. In the new era, we should promote Chinese culture to the world, enhance its appeal and influence in the world, and make it clear that we should organize the translation of outstanding academic achievements and cultural excellence. How to translate and introduce excellent Chinese modern and contemporary works, promote Chinese writers to the world and establish China's proper cultural status is an important issue in China's cultural exchange with foreign countries.

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3. Translation skills of Chinese and Western literary works in the new media era

Future research should actively expand the research object and enrich the parameters of consideration, such as translating different periods into diachronic comparisons or combining corpus analysis findings with contextual research. By exporting copyright to the United States and world-famous publishing institutions, it is also an effective way and means to expand the spread of Chinese modern and contemporary novels in the United States. In the process of translation, the smooth translation of domestication is the main purpose, in order to best convey the original

intention of the author together with its cultural background, world outlook, values, ideology and other factors, to the readers of the English translation countries. It is possible to appropriately delete, add or change some of the original contents of Chinese literary works or change the language patterns, such as changing direct quotations into indirect quotations, or becoming flat and straightforward expressions, which are common in today's translations. of. Translation is a language art. It not only needs to be proficient in two languages, but also should be proficient in the content and knowledge reflected in the original text. Domestic publishing institutions should keep up with this trend of development and change, establish perfect distribution system, marketing platform and dissemination channels abroad, and choose to cooperate with the mainstream commercial publishing institutions in the United States, make use of the smooth distribution, marketing and dissemination channels of partners, so as to enhance the operating level, operational strength, world visibility and foreign distribution capacity of domestic publishing institutions, and expand the country. The dissemination of Chinese modern and contemporary novels published in China in the United States.

Literature translation and introduction to foreign countries is a cross-cultural communication issue, involving literature, translation, sociology, economics, communication, overseas sinology, cognitive science and other fields, which requires theoretical innovation across borders and drawing lessons from each other. Since the beginning of the new century, the publication and dissemination of contemporary Chinese fiction in the United States have increased significantly, especially in the second decade of the new century. Linking Chinese and Western literary classics and using analogy to increase readers' identity is also one of the translation techniques commonly used by Chinese translators or translators in recent years. In the selection criteria, we must fully consider the aesthetic habits and reading needs of foreign readers, consider the foreign consumer market, and let the excellent works we choose can really enter the hearts of foreign mainstream readers. In fact, translators should take a literal translation or a free translation based on the differences between Chinese and Western language and culture and the structural form of sentences. How to carry out language reorganization and express the meaning of the original text completely.

4. Conclusion

Many outstanding literary works are deeply rooted in their national history, culture and language. The volume and spread of Chinese contemporary novels in the United States far exceeds the publishing and dissemination of Chinese modern novels in the United States, and it already has an absolute dominant position. In the process of translation, constantly innovating translation techniques can not only retain the cultural heritage and connotation of the original text, but also attract and resonate with English readers, improve the quality of translation, expand the circulation channels, and believe in the English translation of Chinese and contemporary writers' works. It is flourishing and flourishing. The influence of China's economic hard power on the international community is expanding day by day, while the matching cultural soft power has failed to form the scale effect in the world pattern. Translation of Chinese and Western literary works is an important way of cultural exchange and integration between China and the West. The new media era has changed the way people produce and live. It also has an impact on the translation of literary works. We should choose appropriate translation strategies to improve the quality of translation of Western literary works.

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