

A Study on the External Translation and Communication Strategies of the Belt and Road Initiative Political Discourse

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Abstract: Under the new type of international relations, China's status in the international society has gradually improved, and the creation of a higher-quality world development community has become an important development strategy for China to go global. In 2013, General Secretary Xi Jinping put forward the Belt and Road Initiative development proposal. So far, trade and other exchanges among countries along the route have become more frequent and have become a development community. In the process of communication between countries along the Belt and Road, political discourse plays a more prominent role. The translation quality of political discourse will directly affect the effectiveness of communication in the course of the Belt and Road. As the relevant staff, they must do a good job in the external translation of political discourse from the perspective of showing a good national image and facilitating friendly cooperation. When analysing the translation activities of political discourse, this paper focuses on the Belt and Road and specifically discusses the principles and main translation strategies of external translation.

1. Introduction

Making the world better understand and recognize China is one of the long-term goals of my country's development at this stage. Based on this, we must attach importance to the high-quality translation of political discourse in the process of external exchanges, especially under the development policy of the Belt and Road Initiative, external translation activities are more frequent, and higher requirements for translation work are put forward. In the process of translating political discourse, one must be aware of the overall ecology of international discourse and pay attention to the metaphorical meaning of political discourse. As a professional translator, we must be good at starting from the Belt and Road in-depth advancement requirements, starting from "telling Chinese stories and spreading Chinese voice", deepen the theoretical research on the political discourse translation of the Belt and Road, and strengthen translation practice to promote cooperation and improve the effectiveness of various tasks.

2 The Principle of Translation of Political Discourse in the Belt and Road Initiative

2.1 Take Me First and Maintain Political Correctness

When translating political discourse, it is necessary to focus on the demands of "T" and the priority requirements of politics to ensure that it serves China's political interests and abides by true political correctness. It is necessary to strictly prevent improper translation that adversely affects China's interests. Take a typical translation in Deng Xiaoping's period as an example. He put forward the view of "TaoGuangYangHui", which was translated into "hide the capability and bide the time" by American media with ulterior motives. This improper translation method has affected China's good image in the world, that is, it has fundamentally damaged China's political interests, so the above phenomenon must be strictly avoided.

2.2 Grasp the Core and Strictly Adhere to China's Position

When translating political discourse, especially when interpreting its connotation, it is necessary to use external languages to tell Chinese stories well. When retelling an existing Chinese discourse

text in an external language, it is necessary to reinterpret the original text. It is necessary to realize that the core of this translation activity is the political discourse in the Chinese context, that is, to accurately grasp its political motives and understand the original concept of discourse in context. In the process of translation of political discourse, there may be a phenomenon of uncertain semantics or multiple meanings of the discourse. For this phenomenon of fuzzy boundaries, the Chinese interpretation shall prevail when translating. Take “South China Sea (issue)” and “East China Sea (issue)” as examples. When translating them, the South China Sea (issue) and the East China Sea (issue) should be used.

2.3 Flexible Integration to Improve Communication

In the process of communicating with countries along the Belt and Road, when translating Chinese political discourse, we should flexibly incorporate international discourse, avoid rigid pursuit of Chinese characteristics and original reproduction, and deepen our discourse habits and expression skills in external countries. The research of using external languages to package Chinese political discourse, and to be flexible under the premise of political correctness. Specifically, it can be appropriately integrated into the internationally accepted discourse system, showing the care of the listener and paying attention to the acceptance of external audiences. Analyzing the current problems in the translation of external announcements in my country, it can be summarized in two aspects: one is the common lexical improper and grammatical problems, and the other is the problem of no obvious problems in morphology and grammar, but inconsistent with the audience in terms of presentation habits. From the perspective of the goal of promoting Chinese political discourse to the world, the existence of the above problems will hinder the further dissemination of Chinese stories. Therefore, it is necessary to pay more attention, adjust translation strategies, and truly take advantage of the Belt and Road policy to do a good job in China's external publicity work.

3. Various Strategies for the External Translation and Dissemination of Political Discourse of the Belt and Road Initiative

3.1 Foreignization Translation, Natural Narrative

In the diplomatic process, there are natural differences between Chinese and external discourse systems, mainly due to differences in political stances, differences in national power, etc. Therefore, when translating political discourses to external countries, we must adhere to Chinese demands and positions. Based on this, external translation should be used. The strategy is to use transliteration, transliteration plus interpretation and literal translation. Alienation translation can ensure that the Chinese voice is directly conveyed. At the same time, alienation translation also considers the needs of the audience. From the perspective of western journalists' translation of the original Chinese vocabulary, they also use methods such as transliteration and literal annotation when translating. First, it can accurately convey the meaning of the original Chinese vocabulary; second, the proprietary vocabulary lacks corresponding translation vocabulary; third, it can make the translated text more professional and academic. Externalization translation requires translators to reproduce the basic structure and narrative characteristics of the original text when translating. Based on this, the vocabulary, rhetoric, and expression logic in the original text should be retained to a large extent, and a clear discourse should be displayed country, to better resist international noise.

3.2 Fully Answer Questions and Eliminate Misunderstandings

When translating political discourse, we should pay attention to whether the final expression is accurate and clear. Based on this, we must fully answer questions during the translation process to ensure that misunderstandings and deviations in understanding are eliminated. When communicating with countries along the Belt and Road, we must try our best to turn the process of external translation into a process of answering questions to ensure effective information transmission. In the translation process, we must pay attention to handling information blind spots

and information misunderstandings.

For information blind spots, translators must do a good job of background supplementary explanations and additional translations, and they must deepen their understanding of the Belt and Road policy background and the content involved in the communication theme, and ensure that the audience has a clear understanding of the communication background. So as to better understand the content conveyed.

In view of information misunderstandings, the following three points should be paid attention to when translating:

The first is to do a good job of conceptual evaluation, that is, prior to the start of translation work, sort out related concepts that may be encountered in advance to avoid negative public opinion that is difficult to resolve, and at the same time avoid waste of crisis public relations resources, and effectively protect Credit cost is not damaged;

The second is to delete them reasonably. Political discourse may encounter the problem of low translation difficulty but implied semantic transformation. In this situation, we must consider the particularity of political discourse translation, proceed from ideology and other constraints, and pay attention to differences in syntactic vocabulary. Regarding the Belt and Road related translation work, if the translation is not in place, it will affect readers' views on the Belt and Road related articles, which may lead to negative public opinion, which is not conducive to the in-depth implementation of the Belt and Road policy. Based on this, when translating political discourses related to the Belt and Road, attention should be paid to improving the fit between the translated text and the original text, and inflammatory content should be identified and deleted reasonably. Take the sentence "China had made a giant comeback" as an example. When translating it, the meaning of the original text should be combined, and giant should be replaced with returned. However, further analysis shows that when using the above two vocabularies, they cannot get rid of subjective colors, and may even be misinterpreted by readers in other countries. Therefore, in order to ensure the safety of the ideological field when translating, the above inappropriate adjectives should be deleted. At the same time, through deletion, it can also facilitate the audience's understanding, thereby improving communication efficiency;

The third is to rewrite as required. In the face of certain difficulties in understanding some political discourses and misunderstandings in expression, they can be rewritten appropriately when seeing translations. Rewriting can be divided into two types: conscious and subconscious rewriting. Rewriting should ensure that it is realistic and accurate to convey the original meaning. Especially the fragments related to the field of ideology should be rewritten as required. The wording of some political discourses may be tough. When translating them, the translator should explore the expression intentions. If there is a biased vocabulary, they should be rewritten to soften the strong expression and avoid people's misreading on related policies.

3.3 Cognitive Adaptation to Promote Diplomacy

There are many abbreviations of numbers in Chinese discourse, and literal translation is often used in translation. Take "Five-point Strategy" as an example. When translating, it can be translated literally as "the Five-point Strategy". From the perspective of diplomatic purposes, the translator should translate it from the perspective of our country's political culture, because after literal translation Annotated, that is, "This refers to keeping to China's overall development plan to pursue economic, political, cultural, social and ecological progress." On the basis of ensuring the integrity of the content, it promotes English readers to deepen their understanding. The phenomenon of quoting classics is also common in Chinese political discourse. Chinese characteristic culture is relatively rich. When translating, it should be interpreted or annotated to enhance readability and improve communication effects. In Chinese political discourse, there used to be the phrase "shoes fit or not, you can only know if you wear them", which emphasizes that the country has the most say in its own development path, and when translating, the translator must combine what the sentence wants to express and translate the true meaning and make an annotation. In addition, in Chinese political discourse, four-character vocabulary is more common. When translating them, the

translator must have a higher audience awareness, be aware of the requirements for simplicity in English as an expression system, and strive for simplicity. Take “Tuanjiehuxin, Pingdenghuli, Baoronghujian, Hezuogongying” as an example. When translating, it should be translated as “unity, mutual trust, equality, inclusiveness, mutual learning and mutually beneficial cooperation”. The habit of language expression can better promote the high-quality development of diplomatic activities on the basis of clearly expressing our country’s diplomatic philosophy.

3.4 Transitivity Transformation to Deepen Understanding

The translation of political discourse on the Belt and Road should focus on the transitive transformation of an event and choose the narrative process of the event reasonably. Take “seek cooperation” as an example, it is a material process. When translating it, you can use more verbs. In the process of “seeking cooperation”, both parties will express strong initiative, which is a psychological process. When translating, we should pay attention to the conversion of psychological and material processes, and objectively express China’s attitude of participating in the construction of the Belt and Road. At the same time, in the communication process, the core link is communication, that is, the speech process. People have dialogues around the Belt and Road construction meeting. When translating direct utterances, it can be translated into indirect utterances, which can show the translator’s supportive attitude towards the quotation point of view. When connecting quotations, punctuation should be used reasonably. In addition, in the process of communication, language communication also involves the process of relationship. Different subjects may have different attitudes towards the construction of the Belt and Road. When translating, translators should choose verbs to describe the relationship attitude. Take Russia as an example. Its attitude towards the Belt and Road is relatively calm, while American think tanks show a more obvious sense of anxiety, and European think tanks show a sense of expectation. British think tanks pay more attention to content that is more closely related to their own interests, and have more in-depth cooperation with China in media and education. India, on the other hand, resisted and accepted the Belt and Road policy. In the face of the above-mentioned distinct attitudes of different subjects, translators should have a clear grasp of the situation in the corresponding country when translating, and accurately describe the relationship between each country and the construction of the Belt and Road, while paying attention to background supplements to promote audiences deeply understand the inclusive policy of the Belt and Road.

4. Conclusions

The external translation and propaganda of political discourse are related to the overall image of the country, showing the government’s governance, internal and external policies, and diplomatic concepts. Therefore, we must pay attention to accurate and flexible external translation of political discourse. Especially under the Belt and Road Initiative policy, communication and cooperation with countries along the route have become more frequent, and more attention should be paid to political discourse translation. As a translator, we must improve our political position and attach great importance to the construction of national image and the maintenance of national interests. In the process of communication with countries along the route, translators must understand the communication theme and adopt corresponding translation strategies as needed, including appropriate deletions, reasonable conversion, etc., minimize the difference between the meaning expressed between the original text and the translated text, truly express the inclusive role of the Belt and Road construction, ensure a good overall political environment for the Belt and Road construction, and promote the realization of the countries along the route common sustainable development.

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