Retraction

Retraction: A Study of the Role and Approach of China English in the Spread of Chinese Culture Based on the Analysis of Big Data (J. Phys.: Conf. Ser. 1744 042131)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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A Study of the Role and Approach of China English in the Spread of Chinese Culture Based on the Analysis of Big Data

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Abstract. In the face of the 21st century, the spread of culture and knowledge is a trend and necessity through the presentation of big data all over the world. China English shoulders the important mission of introducing, disseminating and promoting Chinese culture to the world. As an important medium, it plays an important role in the construction of Chinese cultural identity. We should be aware of the trend integration of global culture in the new era, more clearly aware of the severe challenges brought by the exchange and confrontation of different cultures to the weak culture. While introducing and learning western culture, we must try our best to inherit and carry forward the profound traditional culture of the Chinese nation, and call on our traditional culture to spread out.

Keywords: China English, Approach Chinese Culture, Big Data

1. Preface
Language carries culture, reflects culture, can really introduce and express Chinese culture, and the medium to realize the dialogue between China and the world is China English. China English is the product of the combination of national language and Chinese unique social culture, and it is an objective existence. The Chinese people use the English respondents Chinese national conditions and cultural details in China. At the same time, they should also reflect the characteristics of the times, such as "one belt and one road", "Silk Road", "going out" and so on. It not only has Chinese characteristics to improve China's international status and recognition, but also plays an important role in global development.

However, China English takes standard English grammar as its standard and standard English as its core. Able to communicate in English smoothly with Chinese flavor. It has the following characteristics: one is the objective existence of China's Silver Valley; the other is that China English is specially used to express special objects, that is, things unique to China. Third, the use of Chinese-English does not exclude the premise that Chinese people use English, that is, according to the customary usage of the English nation, the explanation is still reasonable.

2. China English practice approach

2.1. The most succinct way is to make small groups get accurate understanding of China English. Use China English mass media to spread Chinese culture to the world.
With the development of science and technology, mass media has entered people's life. Therefore, we can increase the chances of using China English through the mass media such as TV, radio, internet, micro-blog, we-chat, etc. For example, CCTV 9 is to spread and introduce Chinese traditional culture and create the we-chat public number called China Daily which can increase the opportunity for the world to understand our culture. We can also use Confucius Institute set up by the office of the national leading group for teaching Chinese as a foreign language around the world to promote Chinese language and spread Chinese culture and Sinology. In the process of teaching, teachers use standard China English, which influences students' use of English imperceptibly, and intersperse the background knowledge of China English to help students understand the characteristics of China English and let many people understand and love our culture.

2.2. Make full use of China English in cultural activities to show Chinese culture to the world.
Apply China English to business activities. With the development of economic globalization, China's foreign trade activities become more and more frequent. By using the opportunity of business contacts, we can choose standard China English for translation and annotation in the use of advertisements and billboards, increase the frequency and intensity of China English use from the economic aspect, and promote its dissemination. China English is based on Chinese culture, and cultural activities, as one of the important ways to export Chinese culture, can better show our Chinese culture. Standard English is the production of British traditional culture. We can make foreigners understand Chinese culture more clearly, accept Chinese culture, and even love Chinese culture, such as revolutionary, young, knowledgeable, professional and other English with Chinese characteristics, so that foreigners can better understand China.

2.3. Build China English database and accumulate the language foundation related to Chinese culture.
The construction and continuous improvement of China English database can accumulate and consolidate the language foundation of Chinese cultural communication. The China English database can be classified and summarized, such as politics, economy, science and technology, sports, entertainment, humanities, tourism, etc. From words to phrases to sentences to paragraphs, it is convenient for users to search and use. It can also let more users understand the profound Chinese culture.

2.4. With the help of China English, we can carry forward Chinese literature and spread it to the world.
We will increase efforts to use China English to translate and publish Chinese books, and encourage scholars, Chinese Americans, and university teachers and students to use their understanding of Chinese and Western cultures to spread Chinese culture by translating Chinese excellent works in the way of China English. China has five thousand years of culture. Through China English translation of Chinese classic literature and Sinology works, we can better express culture and let readers all over the world experience the charm of Chinese culture.

3. Conclusions
Under the background of China's economic rise and its cultural status urgently need to be improved, it is far from enough to rely on theoretical research to spread Chinese culture through translation, the key is to implement it, and practical translation strategies are indispensable. With the deep consciousness of spreading Chinese traditional culture, through the translation strategy of foreignization and annotation, and with the help of the carrier of China English, we can expand the influence of national culture in the world and enhance the contribution of Chinese cultural status through translation activities. The development of Chinese culture is the subjective demand of Chinese people and the objective exchange of various national cultures in the world Requirements and inevitable trends.
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