Research on Translation Strategy of Intangible Cultural Heritage Publicity Based on Internet Information Technology

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Abstract. With the continuous development of the computer age, China's social economy shows a rapid development trend. Our country not only pays more and more attention to economic development, but also pays more and more attention to the development of intangible cultural heritage. Intangible cultural heritage plays an important role in promoting economic development. Judging from the current situation of development based on internet information technology, there are many shortcomings in non-traditional publicity translation in China. Only by constantly optimizing and perfecting these deficiencies can we break through the cognitive bottleneck of non-heritage publicity translation. Therefore, we must advocate and attach importance to the research and practice of non-heritage translation. Only in this way can we promote the inheritance and development of China's intangible cultural heritage.

Keywords: Intangible Cultural Heritage, Publicity Translation, Strategic Research, Internet Information Technology

1. Introduction

Intangible cultural heritage is the essence of a nation. It is a traditional culture. The intangible cultural heritage is the historical treasure of our country. China has always attached great importance to the protection of intangible cultural heritage. In order to better protect and inherit our intangible cultural heritage, it is necessary to carry out relevant publicity and translation. At present, the propaganda and translation of intangible cultural heritage materials is one of the important means of China's development. Through high-quality publicity and translation materials, China's excellent culture will enter the world, which will establish a good image of the Chinese nation in the world[1].

2. Pay attention to linguistic differences in translation
2.1. Language differences lead to misunderstanding bias

Although China attaches great importance to the translation of intangible cultural heritage, there are still some problems that can not be ignored in the specific process of work. Firstly, in the process of publicizing and translating legends of intangible cultural heritage, it is easy for foreign readers to understand the content of the story correctly because of linguistic differences. China and the West are in different geographical environments, the historical origin is also different, and there are also great differences between the political environment and the historical environment, so there are great differences in language. The mother tongue of our country is Chinese and many foreign regions are used to using English. The differences in language will affect the readers’ thinking to a certain extent. If translators are not fully aware of the problems caused by the differences between Chinese and Western languages in the process of translation, it will directly lead to the deviation of readers’ understanding. Even some foreign readers have no way of understanding the content of translation.

2.2. Skillful use of English translation words

Chinese culture is extensive and profound, and the language of our country is unpredictable. In the process of translating intangible cultural legends, translators can skillfully use English translated words to translate, so as to avoid the deviation of readers’ understanding to a great extent. Tao Yuanming’s Peach Blossom Source is very familiar to people, but the paradise in Peach Blossom is the fairyland that people yearn for in their hearts. In the process of translating the article of Peach Blossom, there are many ancient languages involved. For example, Qianmo traffic, chicken and dog hear each other, if this sentence in the process of translation of the literal meaning of the direct translation will lead to foreign readers cannot understand the specific meaning of the sentence, so in the process of translation, translators can skillfully use English translation words for the following two kinds of translation.

It was checkered with highways and paths between the fields; cock—crow and dog-bark in one village were heard in another. The area was crisscrossed with highways and paths between the fields, and from one village to another, one could hear the friendly crowing of cocks and the barking of dogs. In the specific process of translation, the meaning of chicken and dogs is the harmonious living atmosphere in the countryside, so that the chicken and dog can be translated into the sound of chicken, so that the foreign readers will associate themselves in the process of reading, so as to associate with a harmonious and peaceful life scene. Such translations not only do not show any ideological bias, but also allow foreign readers to better understand the specific meaning of the sentence[2].

3. Customs should be paid attention to in translation

The intangible cultural heritage of our country involves many aspects, among which the traditional craftsmanship is the most important one. The traditional craftsmanship of our country was born in the folk, so it contains a large number of folk customs and connotations. These folk handicrafts are worth protecting and inheriting. However, it is very difficult to carry out scientific and reasonable publicity translation of these traditional craftsmanship, because a lot of folk customs are involved in the specific translation process, so it puts forward higher requirements for translators. If some quintessence can not be translated correctly in the process of translation, it will affect the foreign readers’ correct understanding of Chinese traditional handicraft skills[3].
3.1. Paper-cut translation pays attention to annotation and interpretation

In the publicity and translation of paper-cut works, translators can use labels to translate the original text. Since 2009, Chinese paper-cut has been officially listed on the UNESCO intangible cultural heritage list. During the Chinese New Year, people are used to putting paper-cut on their own doors or windows, which represents people's yearning for a better life, so the art of paper-cut in our country has a good moral. Therefore, in the specific translation process, the relevant translators should translate this deep meaning so that foreign friends can fully feel the good wishes that our country wants to pass on to them. For example, when translators translate paper-cut works "Mandarin Duck and Water", if they only translate the works into: mandarin ducks swimming together, then foreign readers will not be able to understand the meaning of blessings in the process of reading, so in the specific translation process, translators should comment according to the implication, so that foreign readers can have a deeper understanding of the meaning of blessings contained in them. Therefore, the paper-cut works of mandarin duck and water can be translated into: symbol of happy marriage and eternal love, by adding tagging, which can make foreign friends better understand the traditional culture of our country, and make foreign friends feel the blessing and friendship of our traditional culture for them.

3.2. Explain the story behind the process

There are very moving legends behind the handicraft of intangible cultural heritage. In translation, the translator should explain these moving legends to the readers one by one. This will not only help foreign readers to better understand China's intangible cultural heritage, but also help us to inherit the excellent traditional culture. Daughter Hong is the representative of Shaoxing Wine, and the reason for her name is that in ancient times, a father sealed the brewed wine after the birth of his daughter and buried it under the osmanthus tree, and when his daughter reached the age of 18, she sent the wine to her husband's house as a gift to accompany her marriage. The moral is to hope for the well-being of the family and the prosperity of the family. Therefore, when introducing the daughte's red name, the translator should translate the origin of the daughter's red name concretely, so that the foreign readers can have a deeper understanding of the origin of the daughter's red name[4].

4. Drama translation pays attention to the connotation of the original works

4.1. Traditional drama translation involves dialects

Some traditional Chinese dramas are also included in the intangible cultural heritage. In the propaganda and translation of drama, a large number of ancient languages and dialects have brought great difficulties to the translators. In the specific translation process, translators need to take into account the meaning of the original work, but at the same time, the translation should be more popular and easy to understand, so that foreign friends can better understand the traditional drama of our country. In the process of publicity translation, the most important point is to be loyal to the original. If the meaning of the original is changed in the process of translation, then the whole translation will become meaningless. The purpose of translation of Chinese traditional culture by publicity translators is to make foreign readers better understand the traditional culture of our country, so in the specific process of translation, we should attach great importance to popularization[5].
4.2. Retaining the original intention to simplify ancient languages and dialects

Chinese culture is extensive and profound, and the charm of language is unpredictable. Puppet puppet show is a delicate puppet show. At present, puppet show has formed a characteristic industry development chain, and many foreigners like puppet bags very much. In this way, the heritage can be commercialized, so that the heritage can be consumed and the consumed heritage can be reproduced. Through this cycle, it can promote the better development of intangible cultural heritage in our country. The specific transformation pattern is shown in Fig. 1. It is easy to appear a large number of ancient languages and dialects in drama, such as frowning spring mountain, frowning autumn water and curling Tingting in A Dream of Red Mansions. When we read such words, we all need to further analyze the meaning of vocabulary. If we translate the meaning of such words directly, then it will be difficult for foreign readers to understand the meaning in the process of reading. For example, Chunshan actually represents eyebrows, while autumn water represents eyes. If these ancient languages are simply translated into modern languages, they will lose their charm. Therefore, in the process of translation, we should not only pay attention to maintaining the characteristic flavor of the ancient language, but also let the foreign readers understand the specific meaning. Therefore, in the process of translating words, Lin Daiyu is one of the twelve beauties in Jinling. She has beautiful eyebrows and clear eyes, slender body, slender waist and beautiful movements. Foreign readers can better understand the meaning of words in the process of reading.

![Figure 1. Commercialization of heritage.](image-url)

5. Conclusion

The publicity and translation of intangible cultural heritage is an important part of China's current development. Network information technology shows that non-material cultural heritage plays an important role in enhancing China's soft power. China's 5000-year history and civilization have left a very rich intangible cultural heritage. Inheritance and promotion of intangible cultural heritage has become an urgent problem in China's future development[6].

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