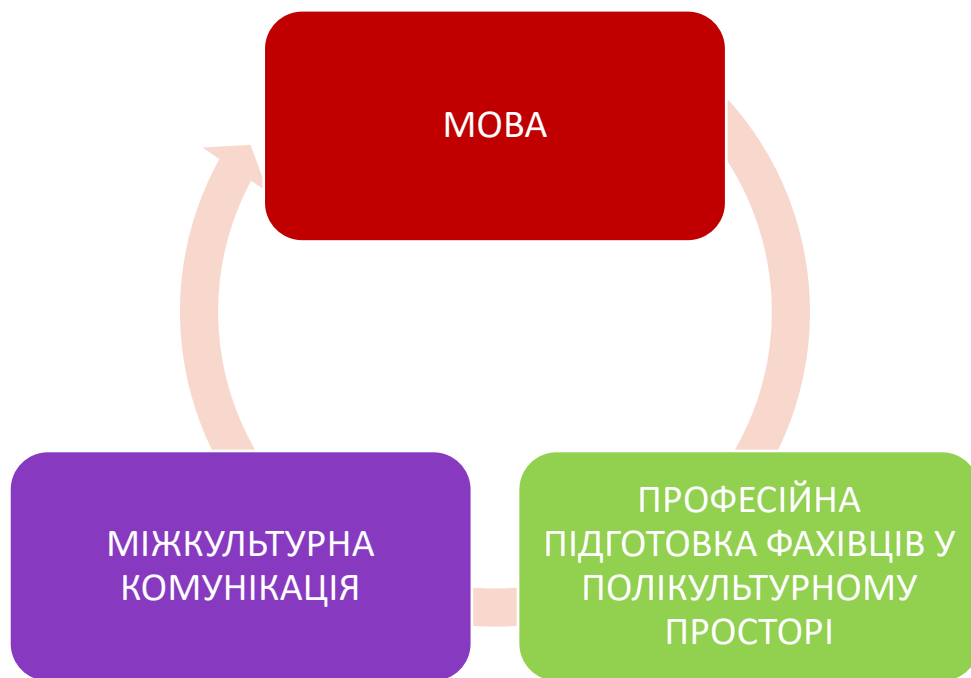


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ
І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРИ**



Одеса
2024

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THE STRATEGIES OF CHINA'S IMAGE CONSTRUCTION IN THE CONTEXT OF MULTICULTURAL COMMUNICATION: A CASE STUDY OF THE ENGLISH VERSION OF THE 20th NATIONAL CONGRESS REPORT

Keywords: *national image; translation; foreignization; domestication; international communication*

As a reflection of the national development in history, national image involves the cognitive process of receivers both at home and abroad through the impact of activities and actions in the name of a nation. It is an indispensable dimension in understanding a country synchronically and diachronically with international communication as an important variant, says Yalin Qi (2023). With the national strength of China grown over the years, the need for building an accurate and impartial China's national image has become more urgent. However, the dissemination of its culture and concept via international communication has long been disputed over the intention of China to promote these ideas with Chinese characteristics that could lead to the contradiction of different ideologies and the Western misinterpretation of socialist development.

In this paper, we focus on the analysis of the translation effect using the theory of foreignisation and domestication put forward by Venuti (1995). Based on the textual comparison, the paper provides the total amount of the use of the two strategies used in selected texts which is illustrated by graphical representation. After identifying the specific mode of translation embodied in the target text, we explain the reason for its application under the guidance of culture and communication theories. Considering the cultural differences between China and the rest of the world, particularly the Western nations, the analysis section pays more attention to the underlying cultural concern in translation. In the end, the paper proposes the appropriate approaches to international communication when China initiates to provide some reference for the built-up and amplification of Chinese voices in the international arena.

Through the research, it can be found that the approaches to self-shaping national image through translating China's foreign-oriented texts, particularly in political

discourses, can be categorised into two strategies: domestication and foreignization. Considering the differences between Chinese and other cultures as well as the competition between the major powers, translators leverage them within a reasonable range: foreignization is mainly used to disseminate China's vision and concepts of significance and domestication is mainly used to build China's national image as a responsible major country. Given their applications, a proportionate methodology is formulated which combines the concerns of translation studies and international communication. Different from the early stage of China's overseas promotion when the translation mainly was reader-oriented, which served foreign readers to learn about China, the current external publicity should set higher requirements for suitable corresponding formation while retaining the basic rule of meaning equivalence. Moreover, on a broader sense of international communication, a major country like China should also be confident in establishing the narrative of international communication with Chinese characteristics. In this way, the misinterpretation can be resolved and China's national image can be truly reflected.

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CHINESE-ENGLISH PUNS AND TRANSMISSION OF CULTURAL VALUES IN CROSS-CULTURAL COMMUNICATION

Keywords: *pun; cross-cultural communication; cultural values; cultural differences*

In today's era of globalization, contacts and exchanges between different countries and cultures have become increasingly frequent. In this context, language, as a central tool for communication, acts as a bridge connecting people from different cultures. As two representative languages, Chinese and English carry rich cultural connotations and values. As a special linguistic phenomenon, Chinese and English puns have attracted widespread attention in cross-cultural communication. Many scholars have studied puns. Xue Bing and Li Yuee studied puns in advertising starting from pragmatic principles and basic aesthetic theories [1, P. 35-36]. Wang Jinbo and Wang Yan studied the pun translations of place names and personal names in the two