

**MODERN VECTORS OF SCIENCE  
AND EDUCATION DEVELOPMENT  
IN CHINA AND UKRAINE**

中国与乌克兰科学及教育前沿研究

Harbin Engineering University

State institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky"

Educational and Cultural Center "Confucius Institute"

Odesa, Ukraine

Harbin, the People's Republic of China

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**This international journal, as a periodical, includes scientific articles of Ukrainian and Chinese scholars on the problems of Sinology, Cross-cultural Communication, Pedagogy and Psychology: contemporary review. Odesa, Ukraine.**

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The given articles may be of use to researchers, graduates, postgraduates and practising teachers who are interested in various aspects of Sinology, Cross-cultural Communication, Linguistics, Pedagogy and Psychology.

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## **THE STUDY ON THE STRATEGY OF PROMOTING TRADITIONAL CHINESE CULTURE TO GO GLOBAL THROUGH THE TRANSLATION OF FILM AND TELEVISION WORKS**

***Abstract:** Traditional Chinese culture , the wisdom and essence of Chinese civilization, is the root of the Chinese nation, and plays a vital role in the process of cultural exchanges and mutual learning between China and the West. As an important medium for overseas dissemination of traditional Chinese culture, film and television works shoulder the important mission of shaping and disseminating China's national image to the outside world. The export of film and television works enhances the understanding of Chinese history and culture around the world. Excellent film and television works reach the world through translation as a bridge. This study first analyzes the characteristics of the language in film and television works, and then summarize the translation strategies from language and culture perspectives. Finally, opinions and suggestions are put forward to develop the students' translation skills and overall abilities to adapt to the rapid development of the film and television industry and the new trend of overseas dissemination of film and television works.*

***Keywords:** traditional Chinese culture, film and television works, translation, overseas dissemination*

### **I. Traditional Chinese Culture**

Traditional Chinese culture is the wisdom and essence of Chinese civilization, its profound

and inclusive cultural connotations shows unique value in today's international community. Traditional Chinese traditional culture includes the following core contents.

### 1. Integration of Yin and Yang

The basic philosophy of "Yin and Yang" means that everything in the world contains a unity of opposites, and the opposing parties are also unified for they can also transform into each other under certain conditions. The inspiration given by the "Yin and Yang" ideology is that we should be prepared for danger and always maintain awareness of crisis when we are in an advantageous position; on the contrary, when we are in adversity, we should establish self-confidence and dare to strive in order to achieve final victory.

### 2. Unity of Heaven and Man

The concept of "unity of heaven and man" explains the relationship between humans and nature. Human society and nature are interconnected and interdependent, they form a unified entity and harmoniously coexist with each other. Although Chinese believe that humans can conquer nature but this merely refers to overcoming difficulties and natural disasters. Human beings must protect the natural ecological environment. Therefore, natural resources should be used properly and ecological balance should be maintained so that the earth can become a harmonious home of nature and men.

### 3. The Doctrine of Neutrality and Mean

The concept of "Neutrality and Mean" guide people to handle social issues and interpersonal relationships. "Harmony" is the core concept of Chinese national culture. It requires different things coordinate, coexist, and promote each other when they come together. China has always adhered to world peace and committed to promoting the construction of a community with a shared future for mankind. The doctrine of "Mean" advocates that problems should be dealt with fairly and impartially. So it is necessary that every country and family improves moral cultivation.

## II. Traditional Chinese Culture in Film and Television Works

In recent years, traditional Chinese culture, such as opera and tea art,

traditional festivals, poetry and songs, calligraphy and painting, music and dancing, horticulture and architecture, martial art and Chinese medicine, has permeated into film and television works and impressed foreign audiences. Some film and television works incorporate traditional Chinese cultural concepts such as patriotism, selflessness, and striving for progress and help foreign audiences understand the spirit power of Chinese culture.

The classical Chinese martial arts film “Hero” not only won the box office champion of Chinese films that year, but also was named the first of the top ten best films in the world by Time Magazine in the United States. The film created artistic beauty and impressed the audience deeply for the elements of traditional Chinese culture, such as Chinese chess, calligraphy, palaces, martial arts, costumes, and sceneries. The story took place in the Warring States period, when seven states competed for hegemony, and the years of war made it hard for the people to live. Several heroes would sacrifice their lives to seek peace for the people, revealing the heroic spirit of ancient Chinese heroes who cared for nation and people. It also inspired people to think about the peace of the contemporary world.

The film “The Wandering Earth” is known as “the pioneering work of Chinese science fiction films” and contains the spirit of traditional Chinese culture of family, heroism, dedication, homeland complex and the spirit of international cooperation. At the same time, it is also a concrete manifestation of President Xi Jinping’s concept of building a community with a shared future for mankind.

The television works also attracted widespread attention. While popular with millions of families in China, “The LifeLong Journey” was purchased by Disney for overseas distribution rights, telling the world about China's magnificent history of reform and development and the bitterness and hardships of ordinary people.

The overseas dissemination of film and television works vividly displays Chinese culture for foreign audiences, and enhances the understanding of Chinese

history and Chinese culture among people around the world.

### III. Translation of Chinese Film and Television Works

Film and television works act as an important medium to promote the overseas dissemination of traditional Chinese culture and shape a great national image in the international community. Translation plays an important role in the overseas dissemination of Chinese film and television works. Compared with the translation of literary works, the translation of film and television works has some difficulties due to the characteristics of the film and television language.

#### 1. The Characteristics of Film and Television Language

1.1 Comprehensive. Film and television language is more like an audiovisual language, which can combine music, subtitles, sound, and images together to convey information and express emotions from different perspectives.

1.2 Instantaneous. Readers can repeatedly study the text while reading literary works. However, the language of film and television works is fleeting, readers have no time for thinking and they can only give up if they can't understand the lines in short time.

1.3 Spoken language. Written texts are mostly literary language, while film and television language is generally a simple daily spoken language, which is short, vivid and easy to understand.

1.4 No annotation. Annotation could be very useful in literary works if there are parts that readers cannot understand; while film and television works cannot use lots of annotations to help the audience understand. Film and television works are mainly expressed through the combination of sound and subtitles and subtitle could not be very long.

#### 2. Translation Strategies

The language characteristics of film and television works decide the choice of translation strategies. Translators need to work on both language and culture to improve the quality of translation.

##### 2.1 Language

From the linguistic perspective, the comprehensive feature of film and television language means that while listening to dialogue, the audience also watch the visuals. Therefore, translators should ensure that the length of the translation matches the actor's mouth shape. This requires the translation to be clear and equivalent to the original text in length. The language of film and television is instantaneous, so the translation should be concise and clear, thus the audience could understand at once. Spoken language is commonly used in Film and television works, so translators should avoid obscure sentences. Non-narration makes the film and television translation harder. In order to help the audience better understand the plot, annotations about important events or historical backgrounds can be inserted when there is no dialogue, and narration can also be added appropriately. Translators have to use their language knowledge and creative thinking to achieve semantic and functional equivalence in translation.

Eg: 正者无畏，勇者天行。

Translation1: The righteous are fearless, while the brave walk in the world.

Translation 2: There is no fear, but a brave man。

This is a line from the military film “Operation Red Sea”. Translation1 is too long and not synchronized with the speed at which the characters speak. Translation 2 is concise and easy to understand. It faithfully expresses the brave spirit of the Chinese Navy in defying hardships and dangers.

## 2.2 Culture

From the cultural perspective, the significant differences between the East and the West in terms of history, culture and social customs lead to differences in languages. Translators should choose proper methods to solve semantic defaults and conflicts caused by cultural differences.

Domestication and foreignization are commonly used translation methods. Domestication is the process that the translation is closer to the language habits and thinking patterns of target audiences. Domestication helps foreign audiences better understand and appreciate film and television works. Foreignization requires the

translators strive to preserve the language and cultural characteristics of the original text, as well as the author's writing style, so that audience can feel the exotic atmosphere of the original text. Foreignization preserves or reflects the ethnic characteristics and language styles of foreign countries for audience.

Take a line from film “The Eight Hundred” as an example.

Eg: 一个人一个命，家里牌位早就立好了。

Translation 1: Everyone has his own fate. My family memorial tablet was prepared a long time ago.

Translation 2: Each man has his own fate. And mine is to fight to death!

The Chinese word “牌位” has Chinese cultural characteristics. Translation 1 preserves the original image of the wooden tablet for memorial. However, western culture does not have the custom of setting up wooden plaques to commemorate the dead, so Translation 1 cannot be well understood by the audience. In Chinese culture, “prepare a tablet” means death. Translation 2 achieves semantic equivalence and expresses the determination of soldiers to fight until death as well.

#### IV. Conclusion

Film and television works go out to the world through translation as a bridge, and translation plays a crucial role in the overseas dissemination of Chinese film and television works. This essay proposes three suggestions to enhance the ability of translators to adapt to the new situation of overseas dissemination of film and television works.

1. Promote the discipline construction and reform. It is necessary to clarify teaching objectives and cultivate compound translation talents who are proficient in foreign languages and media knowledge. In foreign language colleges, selective courses like Film and Television Appreciation and film and television translation could be offered to help students understand more about the professionalism of film and television industry. At the same time, some media or film and drama colleges could offer language translation courses to improve the foreign language proficiency of the students who major in film and television and cultivate excellent film and television translation

talents.

2. Strengthen the cultivation of the teaching staff. Teachers should first recognize the complexity and difficulty of translation activities. The ones who are interested in film and television translation teaching can update their professional knowledge through further learning, research, training, or undertaking translation projects so as to develop their translation abilities and apply the latest knowledge to translation teaching practice. They could provide students with more practical translation content at school.

3. Expand interdisciplinary exchanges. Film and television translation requires students to have both translation skills, and a certain understanding of culture, art and media as well.

Students should be encouraged to participate in academic exchange activities related to traditional Chinese culture, foreign literature, film and television media. They can engage in practical film and television translation activities or intern at translation studios. Students should develop their language advantages and professional skills to promote the overseas dissemination of traditional Chinese culture and build a good international public opinion environment for China.

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## 影视作品翻译推动中国传统文化“走出去”战略研究

**摘要：**中国传统文化是中华文明的智慧结晶和精华所在，在中西方的文明交流与互鉴过程中都发挥至关重要的作用。影视作品作为海外传播中华传统文化的重要媒介，肩负着构建中国叙事体系，对外塑造和传播中国国家形象的重要使命。影视作品的海外输出增进世界各国人民对中国历史、中国文化的理解。优秀的影视作品是通过翻译这个桥梁而走向世界的，翻译在中国影视作品的海外传播方面起到重要的作用。本研究首先概述了影视作品的语言的特点，其次从语言和文化两方面总结归纳影视作品翻译的策略，最后对影视翻译人才的培养提出建议，全方位培养学生的翻译能力和综合能力，以适应影视作品海外传播的新形势。

**关键词：**中国传统文化，影视作品，翻译，海外传播