

## Review Article

## Translation for International Publicity News: A Perspective of Cross-Cultural Pragmatics

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**Abstract:** Under the trend of global integration, international exchanges are becoming more and more thorough, and international publicity of China has been strengthened and expanded. As a powerful tool for international communication, international publicity news has attracted more attention to the selection and use of news content translation methods. Chinese international publicity work has produced great results in recent years, but the good and bad translations are intermingled. Due to the barrier of cross-cultural, “Chinglish” can be found in some translations, which not only impose a negative impact on the external publicity work, but also is not conducive to the objective and correct understanding of China in the world. From the perspective of cross-cultural pragmatics, this paper selects the international publicity news and translation method as the research object. The author makes a systematic study on the C- E (from Chinese to English) translation of publicity news. Based on the study of cross-cultural pragmatics and the characteristics of publicity news, the purpose is to make the original and the target discourses share the same function in communication. Therefore, to achieve effective and accurate publicity news translation and improve the quality in publicity news translation in order to better disseminates the culture in both sides.

**Keywords:** Cross-cultural pragmatics, international publicity, translation study.

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### INTRODUCTION

The contents of global communication in the world are not only traditional culture, ancient and modern literature works, film and television works, but also includes the exchange and dissemination of political ideas and national development experience.

The trend of globalization has broken the boundaries between different cultures as well as the barriers between different disciplines. The trend of interdisciplinary integration has been further strengthened, and the focus of translation studies has become more on culture, and it now has become a branch of cultural studies.

According to the data from the China Industry Information website, the number of Internet users in China will reach 787 million in 2023, triple over 2019, and the per capita coverage rate will increase to 93 percent. In 2023, Chinese Internet broadband penetration rate reached 90.6 percent, one of the highest levels in the world. China has also made remarkable progress in Internet access and use.

Nowadays, the speed of information transmission is extremely fast, the translation of international publicity news will undoubtedly play a more important role. Its value is not only reflected in its distinct political and ideological characteristics, but also in its powerful role of cultural coordination and cultural construction. As a major tool of cross-cultural communication, more things should be included in publicity translation. Like, the construction of national image.

The essence of international publicity translation is to act as a medium for the interaction, interpretation and conversion between two cultures. In the information age, the characteristics of news became complex, traditional studies only focus on inter lingual translation, which cannot fully meet the increasingly developing translation practice. With the development of information technology, the era of only reading paper books has become a thing of the past. People can not only learn about domestic and foreign events through traditional media like paper or magazine, but can also

through streaming media, which means people would get more perspective and richer information.

AS for Pragmatics, it was first put forward by an American logician, C. W. Morris in his book *Foundations of Theory of Signs*. He then subdivided semiotics into three parts: (1) Syntactic, studies the relationship between symbols; (2) Semantics, studies the relationship between signs and things known; (3) Pragmatics, studies the relationship between the sign and the pragmatics. Pragmatics forms the basis of semiotics, which is the description and theory of a certain sign system.

Cross-cultural pragmatics is derived on this basis. It is a branch of pragmatics. Cross-cultural pragmatics focuses on the pragmatic problems and pragmatic rules in the communication of people from different cultural backgrounds. There are three characteristics of cross-cultural pragmatics research: one is the macroscopic vision; second, the dynamic view; the third is the comparative method of language study.

In the past 20 years, great progress has been made in the research of cross-cultural pragmatics both at home and abroad. Like, Anna Wierzbicka's (1991), *Cross-cultural Pragmatics: The Semantics of Human Interaction*; And *Culture, Communication and Politeness Theory 2nd Edition* (2008), written by Helen Spencer-Oatey (2008).

Kecskes (2004) puts forward another angle to study cross-cultural linguistics. He thought that the focus of cross-cultural pragmatics is on the systematic communication of the same foreign language in social communication between communicators of different mother tongues, usually representing different cultural backgrounds. Some scholars believe that cross-cultural pragmatics is a subject that study language from aspects of expression forms, sentence structure and ideography of different languages, with the theory of pragmatics.

## 1. International Publicity News Translation

As a powerful tool for independent country to communicate with its own people and other countries in the world, the international publicity news has emerged in the process of globalization communication. With the continuous development of globalization, it has become an increasingly important role in both information dissemination and national image construction.

### 1) Concept of International Publicity News

In the popular sense, international publicity is the publicity for the international community. This includes informing foreign countries of their own policies, domestic situations and their positions on international issues. International propaganda is a powerful complement to the diplomatic activities. It is the product of the existing system of a country formed

by history, society, political and economic systems and providing the relevant information. Like, to promote international understanding and friendship with China and Chinese people, to create a positive and affirmative Chinese national image, to serve Chinese national interests. International publicity is to provide services with the principle of "consumers' interests come first". To maintain a complete equality among social systems, cultures, religions and ideologies, exclude superior preaching, just as the ideologies we have presented earlier, "to unite while keeping the differences", and "seek common ground while reserving differences".

### 2) Features of International Publicity News

In order to translate one type of text, it is necessary to know the feature of the text. International publicity news, as a type of public text has four basic features.

- a) **Inclusion:** The audience of public official documents and international publicity news reports covers all walks of life, from people inside to overseas foreigners, from officials to ordinary people. The content of the articles covers a wide range of fields, including politics, economy, culture, education, transportation, natural disasters, international conferences and so on.
- b) **Simplicity:** International publicity news should be concise and comprehensive, telling the main content of news events in concise words, attract readers' interest quickly and convey information effectively. Limited by layout and readers' time, only sufficiently brief, direct and skilled in language art can present rich content in limited time and text space.
- c) **Accuracy:** The content of news reports must be detailed and accurate. Only accurate news can be tenable in the way of transmission and make the public believe. Secondly, news should be concise and accurate in terms of words, without any vague words, in order to realize the function of information transmission and call upon, or propagate the meaning it expresses. News reports should be based on facts, avoid misleading and confusing readers by using any inaccuracy, and should accurately express the position and appeal of the government and even the country, so as to be more newsworthy.
- d) **Timeliness:** Timeliness, as an important factor that determines the value of news, requires a timely and accurate response to current problems. Timeliness of external publicity news is also reflected in its emphasis on keeping pace with social life, timely transmission of relevant information, and choosing the most appropriate time and way to realize its news transmission function.

### 3) Generic Translation Methods of International Publicity News

So far, some practical and highly used translation methods have been summarized.

- a) **Metaphrase:** Metaphrase is the most common and most used translation method. Metaphrase, as the name implies, is a direct translation of the literal meaning of the text. For example, “改革开放”, a policy put forward by Chinese leaders in line with Chinese national conditions, has no specific word or phrase in English to express this meaning, so we translate it literally as “reform and opening up”. Such translation not only expresses its main connotation but also has readability and acceptability. Other examples like, 一带一路倡议 (the Belt and Road Initiative), 全球安全倡议 (the Global Security Initiative), 科教兴国战略 (reinvigorate the country through science and education) and so on.
- b) **Paraphrase:** When translating Chinese texts, there are often some sentences that cannot be translated directly. For example, some idioms in Chinese cannot be translated directly or found corresponding phrases in English, nor can they be replaced by synonymous idioms. Therefore, paraphrase can be a better way to choose. For example, when some terrible things happened or we stuck into some awkward situation, and then we break through it, we often use the expression “to break the ice”. Another example: It is regrettable that our appeal has remained a dead letter. (遗憾的是, 我们的呼吁如泥牛入海。) a very common sentence we can see in news. When translating the last phrase “a dead letter”, we translate it as “泥牛入海”, which not only expresses the meaning of the original text, but also conforms to the usage of the target speaker.
- c) **Omission:** There is a case in Chinese, that is, there are some antithetical parallelisms, two phrases which put together share the same meaning. In this case we can omit one of them, so as not to gild the lily. For example, in a work report posted on the Nanning government website, “全市新增就业岗位 5 万个”, 是 2007 年南宁市为民办实事项目之一。”(One of the practical projects of 2007 for Nanning citizens is to provide “Additional 50,000 Jobs .”) In this instance, “Nanning” and “全市” was used, so “全市” was omitted.
- d) **Amplification:** Amplification refers to the addition of some words, short sentences or sentences in translation according to the different ways of thinking, language usage and expression, so as to express the meaning contained in the original text more accurately. There are many Chinese sentences without subjects, while English sentences generally have explicit subjects, so when translating, the subject should be added according to the context to make the sentence complete.

For example, in the 2014 Government Work Report, 实现中国梦, 必须坚持中国特色社会主义道路。(To realize the Chinese dream, we must stay on the path of socialism with Chinese characteristics.) The original sentence is a typical non-subject sentence in Chinese. When it is translated into English, the translation adds the subject “we” according to the context and changes the original sentence into “we must adhere to the road of socialism with Chinese characteristics”, which makes the structure of the sentence more complete and in line with the syntax structure of English. Or in the 2018 government Work report, 煤出口价格从去年的峰值下跌了约 60%。(Export prices of coal have fallen about 60 percent from their peak last year.) In this sentence, the translator added a “their”, which function as the subject of “峰值 (peak)”, making the logic of the statement clear.

## 2. Application of Cross-Cultural Pragmatics to International Publicity News Translation

Cross-cultural pragmatics is a branch of pragmatics that introduces culture into pragmatics, a subject study on the differences between two or more cultures in the choice of speech act strategies. International publicity news related to various field; therefore, cross-cultural pragmatics has guiding significance for publicity news translation.

### 1) Cross-Cultural Pragmatics in International Publicity Translation

As an important branch of translation, publicity news translation is different from literary translation. In addition to cultural transmission, that is, the simple conversion between languages, publicity news pays more attention to the conciseness of language, instead of gorgeous words. One of the most important characteristics of international publicity news is its accuracy of information, clear organization and rapid dissemination. At the same time, it expresses the national or political position, or spreads Chinese culture and builds a good image of China. As a kind of news that oriented to a large number of English or other language users, they tend to be concise and clear in the choice of vocabulary, avoid blurry and unclear methods in the selection of translation strategies, the choose of appropriate strategies and guiding principles on the basis of a certain understanding of English culture are to achieve a balance.

Secondly, sentences should be brief and to the point, so that foreign readers can understand the true essence of our political terms. On the basis of the analysis of the original text and the audience, the translator needs to think about how to achieve the expected goal of the translated discourse through careful design, including what form and content will be attractive to Western audiences and what kind of discourse will be easier to impress main idea of original text. For those things that have universal significance

and can be discussed together on the world platform, the translator should use discourse that familiar to the audience; for reflecting important national conditions with unique values of our country, translators need to operate carefully and actively influence readers in an easy-to-accept way. With the purpose of promoting our country positively, expanding the audience vision and achieving a win-win situation (Chen, 2021).

## 2) The Problems and Analysis of Current Translation

As an important component of the news report, the research on the translation of publicity news is deepening with the increasing development of economy and more frequent communication between countries. Major official and unofficial news websites will update a large number of multi-language current news in various aspects every day. According to some reports in recent years, we can find that different translators will have different ways and take different strategies when it comes to same translation them or some proper noun. Here are some main problems exist and can be summarized as the translation of proper nouns is not uniform, the use of Chinglish, the use of translationese, and the sentences are lengthy and jumbled.

### a) Translation of Proper Noun

In response to international issues under the trend of globalization, various political proper nouns keep emerging. Due to the subjectivity of translators, different translation strategies may be taken and different words may be used when translate the same phrase. The subtle differences may not be discernable in Chinese, but may lead to certain doubts or misunderstandings for native speakers.

Take“中国梦” as an example, “中国梦” is an important guiding ideology and governing philosophy put forward by the General Secretary of the Communist Party of China since the 18th National Congress. Some versions translated it as “China dream”, “China’s dream”, “Chinese dream”, or “the Chinese Dream”. The first version is literal translation, just put “country” and “dream” together in a literal sense. The second translation made grammatical error; the third translation has been slightly improved, which not only conforms to the rules of English grammar, but also reflects the connotation of the Chinese dream: “the country is strong, the nation is revitalized, and the people are happy”. The word “Chinese” means both “Chinese” and “Chinese people”. It not only refers to the concept of “country” but also contains the meaning of “nation”. It is a pun. The fourth translation imitates “美国梦” (The American dream). The third translation adds the word “the” change it from general reference to “specific reference”, reflecting that “Chinese dream” belongs only to China. The first letter of “dream” is capitalized to indicate that it is a specific proper noun. Therefore, it should be translated as “the Chinese Dream” to better reflect the connotation of it

As another example “人类命运共同体” (human community with a shared future), which is an important diplomatic concept President Xi put forward. Its basic connotation is to build an open, inclusive, clean and beautiful world that enjoys lasting peace, universal security and common prosperity. In the early stage translator mainly translate “人类命运共同体” as: 1) a community with a shared future for mankind, 2) a community of shared future for mankind, 3) the world as an integral whole with a common destiny, 4) a community of common destiny for all mankind, 5) the world as an integral whole with a common destiny, 6) a community of common destiny for all mankind. The above translations are miscellaneous, or just literal translation. “Human community with a shared future” is now the most used version, as it indicates that people around the world, regardless of color, ethnicity, nationality, or creed, share the same right of getting respect of their own lives and the same obligation to protect the earth.

### b) The use of Chinglish

There exist great differences between Chinese and English cultures in the selection of images when express. Some idioms are similar or corresponding in the selection of images, such as, to strike while the iron is hot (趁热打铁), good luck would never come in pairs (福无双至), fire proves gold, adversity proves men (烈火显真金, 逆境识英雄), blood is thicker than water (血浓于水), if you would not be known to do anything, never do it (若要人不知, 除非己莫为), in unity here is strength (团结就是力量), he whose belly is full believes not him who is fasting (饱汉不知饿汉饥), easier said than done (说时容易做时难), idleness is the root of all evil (懒惰是万恶之源), wall has ears (隔墙有耳).

But sometimes we cannot find the corresponding English idiom while translating, for instance, “竭泽而渔” (习近平在 CPC 对话世界政党高级别会议上的主旨演讲全文) as a very typical Chinese idiom, it is often translated as “drain the pond to get all the fish”, at the same time, it is now quite popular translation version, but in English, the more similar expression is, “kill the goose that lays the golden eggs.”

### c) The use of Translationese

In *Translation theory and Practice*, American translation theorist Nida (1969) named “translationese” for the first time. He explained, “‘translationese’ is fidelity only in the form, which resulting in disloyalty to the content and effect of the original information.”

The definition of “translationese” in the *Dictionary of Translation Studies* (2004) is: “A general pejorative term used to refer to TL (target language)

usage, which because of its obvious reliance on features of SL (source language) is perceived as unnatural, impenetrable or even comical.”

In the process of translation, it is inevitable to express sentences with the structure of their own language, or to be “led by the nose” by the original text when in translation. They completely follow the sentence structure of the source language so as to be ignoring the characteristics of the language structure of the target language and the using habits of the audience.

**Example 1:** The Yinxu Ruins, the 3,300-year-old remains of what was once the capital of the late Shang Dynasty (c.16th century-11th century BC), have been included in China’s top 10 list of archaeological finds of 2022 (Yinxu royal grave ruins on honor list by Wang Ru and Wang Kaihao, China Daily).

The list, released by the National Cultural Heritage Administration on Tuesday, recognizes the royal mausoleum remains at the site in Anyang city, Henan province, as a new find. The Yinxu Ruins were previously made famous by the discovery of the oracle bone inscriptions, the oldest-known Chinese script.

According to the administration, the list honored 10 outstanding examples of the nearly 1,700 archaeological projects that were carried out nationwide last year.

**Translation:** 殷墟遗址，距今约 3300 年是商朝晚期（约公元前约公元前 16 世纪-11 世纪）首都的遗迹，已被列入 10 年中国十大考古发现名单。

国家文化遗产管理局周二公布的这份名单承认河南省安阳市遗址的皇家陵墓遗迹是新发现的。殷墟遗址以前因发现甲骨文而闻名，这是已知最古老的中国文字。

根据政府的说法，该名单表彰了去年在全国范围内进行的近 1700 个考古项目中的 10 个杰出例子。

In fact, we can fully understand the meaning of the original text while reading the translation. However, if you read the translation carefully, you will find that the translation is completely translated according to the substructure of the source sentence, and does not conform to the sentence structure and expression mode of Chinese. The original text presents the background of the unearthed cultural relics in parallel sentences, and the English translation can be expressed in short sentences. The above translation completely follows the word order of the original text, emphasizes faithfulness unilaterally, and has too many adverbial elements, which is not easy to reach a clear effect and deviates from the semantic translation method.

#### d) The Sentences used are Lengthy and Jumbled

In Chinese, there are many modifying words, and verbs and adjectives are often modified with adverbs to give emphasis. However, to translate Chinese into English needs careful consideration,

otherwise some words often over used or weakens the tone of the original text.

**For Instance:** “彻底粉碎”——completely smash, “smash” means ‘break completely’, the word “completely” has been included. Adding one more ‘completely’ weakens the tone. In the translation of publicity news, we should figure out the logical relations in Chinese words, so as not to cause lexical redundancy.

**Example 2:** 依法严厉打击各种犯罪活动，坚决扫除黄赌毒等社会丑陋现象。

If we translate original text faithfully, the translation would be:

We must severely crack down on all criminal activities according to the law and resolutely eradicate such social evils phenomena as pornography, gambling and drug abuse and trafficking.

It can be seen from the translation that adverbs ‘severely’ and ‘resolutely’ will weaken the tone of the text if they are added to the translation. Therefore, these words can omit them in translation. So, the translation will not change the meaning of the original text and will conform to the expression habit of English.

**Example 3:** 建立办事高效、运转协调、行为规范的行政管理体系。

**Translation:** To set up a high efficient, well-coordinated and standardized administrative system.

Words like, “办事”, “运转” and “行为” have been omitted from the translation text, if both of them are translated, the translation would be too faithful to the original text, and may make the translation seems lengthy and jumbled.

### 3) Translation Strategies with a Cross-Cultural Pragmatics

Careful selection and use of correct and appropriate translation strategies can not only ensure that the translation conveys the news in a comprehensive way, but also close the gap between the foreign audiences with more idiomatic expression.

On the premise of following the common principles of translation, namely, the skopos rule, the coherence rule and the fidelity rule. Translators should also use the principle of “Three Accordances” Principles for international publicity flexibly (close to the reality of China’s development, close to the needs of foreign audiences for Chinese information, close to the thinking habits of foreign audiences), familiar with Chinese and foreign cultures and update information of the current situation, and dabble in the latest knowledge in different cultural fields. Some useful translation methods applied cross-cultural pragmatics are as following.

### a) Adjust the Structure of Sentences

In terms of language expression, Chinese emphasizes parataxis and relies on the logical relationship between sentences to imply sentence meaning, while English emphasizes hypotaxis and relies on the grammatical means of language itself. In Chinese, there are many four-character idioms, or four-character conjunctions, which are concise and comprehensive, but only in Chinese, while in translation all the structure should be changed. In Chinese, the structure of verb +object and verb +adverb is common, while in English, the structures of modifiers +nouns are common. Therefore, the expression of the meaning of the source text, attention should be paid to the usage habits of the target language users.

**Example 1:** 砥砺前行，攻坚克难

**Translation:** Forged ahead and overcame difficulties

In the original text,“砥砺前行”is a typical structure of verb +adverb, means overcoming difficulties, and“攻坚克难”is a structure of verb-object. The meanings of the two phrases are similar, which conform with the usage in Chinese. “砥砺前行”means to go through hardships, overcome difficulties and make progress.“攻坚克难”also means overcoming difficulties. While in translation, the translator converts the structure of the original text into two phrases with two different nouns as center, and simplifies the two phrases which expressing similar meanings into one phrase, so as to avoid repetition and ensure the accuracy of information and transmission effect.

**Example 2:** 这是在中国共产党的领导下，始终不忘初心，经过中国人民艰苦卓绝的奋斗，一步一步实现的。

**Translation:** It has been attained step by step through determined, painstaking efforts of the Chinese people under the leadership of the CPC always staying true to its founding mission.

In Chinese, short sentences are often used, and there are often sentences without subject, while in English, long sentences are often used, and there is a clear subject and logical relationship between sentences. After understanding the original text to a certain extent, the translator needs to supplement the subject of the sentence and adjust the sentence structure to make it conform to the habits of English users.

The achievements China has made today are attributed to the leadership of the Communist Party of China, which remains true to its original aspiration and mission and has made great achievements in the struggle of the Chinese people. There are two subjects in the text, one is the Communist Party of China, the other is the Chinese people. In the English long sentence, the translator chooses the Chinese people as the subject of the sentence, takes “under the leadership of the Communist Party of China” as the complement,

and change “不忘初心” into a noun phrase, which is more in line with the English expression habit.

### b) Append the Content of Sentences

**Example 1:** 加大“破、立、降”力度。推进钢铁、煤炭行业市场化去产能。(Government Work Report, 2019).

**Translation:** We strengthened work to cut ineffective supply, foster new growth drivers, and reduce costs in the real economy. We made progress in using market mechanisms to cut capacity in the steel and coal industries.

During the transmission of information, some more details are omitted. In translation, the original text can be properly supplemented or explained to improve the fluency and understanding of the target language users. Duly adding some relevant explanation can be a review on the news, or a general comment on the significance of the event, highlighting the influences of the news event and inspiring readers to think about the news event (Guo & Chen, 2021).

In the original text,“破、立、降”may confuse some readers, so the translator supply the content of the three words in the translation as, “cut ineffective supply, foster new growth drivers, and reduce costs in the real economy”, in this way, translation is not just confined to the original text, but also expresses the intended meaning of the original text, which make the news more clear and comprehensive for the English speakers to read.

**Example2:** 认真贯彻党中央全面从严治党战略部署，加强党风廉政建设。推进“两学一做”学习教育常态化制度化严格实中央八项规定及其实施细则精神，坚定不移纠正“四风”。严肃查处各类违法违规行为，惩处腐败分子，反腐败斗争取得压性胜利。(Government Work Report, 2019).

**Translation:** We acted in strict accordance with the central Party leadership’s eight-point decision on conduct and the rules for its implementation. We took stern action against formalities performed for formalities’ sake, bureaucratism, hedonism, and extravagance. Activities of various types in violation of laws or regulations were severely punished or prosecuted. Steps were taken to bring the corrupt to justice, and the fight against corruption was a resounding success.

In the new era lots of government policies have been put forward. However, to some people who are not familiar with international news or come across this report by chance, or for those who have a brief excursion into this field, it is necessary to make appropriate additions to the news content in the translation process of publicity news. For example, “两学一做” that mentioned above is not directly reflected in the translation, but “两学一做” actually refers to

learning “activities of various types in violation of laws or regulations were severely punished or prosecuted” or “四风” refers to “formalism, bureaucratism, hedonism, and extra-vagance”. Similarly, in the translation, the translator does not use literal translation, but makes appropriate additions to the content of the original text, which reflects the flexible usage of the translation strategy.

**Example 3:** 他提出, 要坚持“引进来”和“走出去”相结合, 以开放促改革发展。(Xi Jinping’s remarks at memorial meeting for Comrade Jiang Zemin)

**Translation:** He proposed to insist on the combination of “bringing in investment” and “going global” to promote reform and development by opening up.

Similarly, “引进来” and “走出去” are economic strategies in line with Chinese national conditions proposed for China’s economic development in the new era, which have been mentioned by many leaders in their public speeches. Meanwhile, “引进来” and “走出去” are very Chinese expression. If we use literal translation, the two phrases will be translated as “going outside” and “coming in”, which will increase the difficulty of English users’ understanding and make it impossible to express the meaning of the original text clearly. In the translation, the translator adds the connotation of “引进来” and “走出去”, that is, “引进来” means “introducing investment”, and “走出去” means “going to the world”. In this way, the translation avoids ambiguity or misunderstanding when reading.

### c) Change the Images of Sentences

**Example 1:** 一是创新和完善宏观调控, 经济保持平稳运行。面对新情况新变化, 我们坚持不搞“大水漫灌”式强刺激, 保持宏观政策连续性稳定性。(Government Work Report, 2019)

**Translation :** Facing new circumstances and developments, we were firm in choosing not to adopt a deluge of strong stimulus policies, and we maintained the continuity and consistency of macro policies.

In the text “大水漫灌”式, is quite a Chinese expression, which refers to the extensive irrigation method of building dikes around the farmland to form a pit and diverting water to flood the ground to irrigate the farmland and allow the water to flood the slope. The phrase in economics refers to the expansionary monetary policy adopted by the central bank to inject a large amount of funds into the market with the main purpose of increasing monetary liquidity in the market, that is, to stimulate consumer consumption. In the translation, the translator translates “大水漫灌” into “policies”, uses the translation strategies of economizing translation and image replacement, and avoids the Chinglish expressions in the translation, and uses a kind of more intuitive language.

**Example 2:** 脱贫攻坚成果举世瞩目, 5575 万农村贫困人口实现脱贫, 960 多万建档立卡, 贫困人口通过易

地扶贫搬迁摆脱了“一方水土难养一方人”的困境, 区域性整体贫困得到解决, 完成了消除绝对贫困的艰巨任务。(Government Work Report, 2021).

**Translation:** Its entire rural poor population, 55.75 million in number, was lifted out of poverty, including more than 9.6 million registered poor people who were relocated from inhospitable areas; and regional poverty was successfully eradicated.

“一方水土养一方人” is a Chinese proverb, which original means that people living in a certain area can rely on the local resources to support themselves. Premier Li used a colloquial expression to convey that the yield of soil in one area cannot support the basic needs of the residents. It describes the situation of some poor counties in China before poverty alleviation. In the process of translation, “一方水土” actually refers to products or local resources. If translated literally, it can be “soil and water or natural environment and climate cannot feed people live there”. Readers could not understand what the original text intended to express, so the translation be changed into inhospitable areas, so as to transform the abstract image into simple, and replace the image of the sentence based on the translator’s understanding of the original text. The “一方水土” in the original sentence actually mean “inhospitable areas”. When the exact image cannot be found in English, the corresponding image should be selected according to the actual needs.

## CONCLUSION

Cross-cultural pragmatics put the focus on the aspects of words usage, sentence structure and people communication from different culture backgrounds. On this basis, different cultures and languages are compared and further studied in order to make cross-cultural communication more convenient. The introduction of cross-cultural pragmatics into international publicity news translation can guide and improve the existing translation strategies and methods, so that the translation can better convey the idea of the original text, achieve the purpose of making communication effectively and idea exchange, and make both cultures spread better.

Cross-cultural communication plays an important role in modern life. With the acceleration of globalization, the relationship between people is getting closer and closer. For people from different cultural backgrounds, when they communicate together, cultural differences are barriers to communication. The development of cross-cultural communication theory and the translation strategy of international publicity news has laid a solid foundation for improving people’s cross-cultural communication ability.

## ACKNOWLEDGMENTS

This work was supported by a grant from Jiangsu Federation of Social Sciences, JFSS, (No. 22SWB-32).

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**Cite This Article:** Xiaohu Huang (2023). Translation for International Publicity News: A Perspective of Cross-Cultural Pragmatics. *EAS J Humanit Cult Stud*, 5(4), 151-158.

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