

The Overseas Spread of English Translation of the Community With a Shared Future for Mankind*

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English translation pertaining to the idea of a community with shared future for mankind is improving in a proper way but still facing great challenges in today's ever-changing global situation. To solve the trouble of misinterpretation and refine the spread of the idea, this research analyzes relevant literature to reflect on strategies for English translation. Reforming the educational, political and communicative environment, establishing zeitgeist-capturing and accessible translation in the Internet world, and applying trans-editing in diverse forms are three main strategies to improve the English translation of the idea of a community with a shared future for mankind.

Keywords: a community with a shared future for mankind, overseas spread, English translation, misinterpretation, strategy

Introduction

It has been nearly nine years since the concept of a community with a shared future for mankind was proposed in 2012. Nowadays, China still regards it as an important guideline for future development. During this period, the international situation has undergone drastic changes, and China's comprehensive strength and international status have also been greatly enhanced. At the same time, the translation of external publicity in China is also making gradual progress. Facing increasingly confident China, especially in the post-epidemic era, intensified ideological opposition and biased misinterpretation by foreign media pushes us to research on the English translation of a community with a shared future for mankind.

Generally, previous studies have offered macro suggestions from three perspectives: Exploring historical and cultural background, improving media framework and treating ideological differences objectively. However, little attention was paid to the details in the current practical implementation. In the light of the latest international public opinion, in this study, supplements and modifications were made to previous studies, and we made further reflections and innovations on the improvement of translation strategies.

* **Acknowledgement:** Grant: 2021 Undergraduate Innovation and Entrepreneurship Training Program (No. XJ2021294).

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Methodology

Previous studies have shown the development of the English translation of “a community with a shared future for mankind”, its overseas spread, and offered some advice on translation strategies. In this research, the aim is to offer a general analysis about the overseas spread of English translation of the Community with a Shared Future for Mankind, and made further reflections on translation strategies. So, the paper has adopted literature research methods. This research is based on relevant literature on external publicity translation and communication issues of human community with a shared future in linguistics, translation studies and communication studies, combined with the latest overseas media websites and overseas publications, tracking political current events and social trends to understand the impact of English translation of the community with a shared future for mankind and improvement measures.

Current Situation

Discrepancy of Major Western Media

What stands behind the concept of a community with a shared future for mankind has earned mixed reviews. Despite various focuses on the content of the idea put forward by President Xi Jinping, the idea rarely received objective feedback in some countries.

According to the investigation by Jiang and Chen (2020), Australia’s reports are not well balanced in terms of the topics in a community with a shared future for mankind. Topics concerning national defense and diplomacy take up the most proportion. As a member of the Commonwealth, Australia is geographically isolated from its Western allies, which for legitimate reasons, forces it to take priority in national security. However, topics related to politics and ecology are the least significant ones, indicative of insufficient international influence of these two fields.

Turning to the most “talkative” country in the Western world, America’s voice is nevertheless counter-intuitive in volume. Since the election of Donald Trump, the total number of reports on a community with a shared future for mankind has been declining. For international news organization led by PR Newswire, reports are largely neutral or positive. Mainstream media in America, such as *Washington Post* and *Wall Street Journal*, on the contrary, came up with more than two dozens of reports that are obviously negative. Considering the tendency of *Washington Post* to report political dynamics, its negative comment on China is reflective of a low acceptance of China’s political orientation. On the other hand, the upper class in America’s finance has expressed resistance and a sense of rivalry against China, in the light of the unfriendly reports from the *Washington Journal*.

Biased Interpretation by the Western Society

The goal of a community with a shared future for mankind is to construct a global situation where nations are interdependent in international power, mutually beneficial and sustainable in development. But the intention is often misguided or even demonized by official media in Western democratic society.

The Australian rebuked China in 2015 for adopting a Maoist method in diplomacy. It used words “create an atmosphere of uncertainty and tension” (Callick, 2015). Beneath such trenchant remarks, Australia was attempting to exaggerate China’s ambition to the point as “controlling the world” or “dictatorial supremacy”.

As a matter of fact, since the rise of China, the idea of a community with a shared future for mankind is not the only focus point that invites resisting attitude from the Western world. But the reason for the hostility

from Western powers has its historical root. The Western system and values have made great contribution to global civilization in modern times and the very foundation of the Western society is built on the common belief of its values and the system. When the pivot of the world is starting to change in the direction of the eastern power, uncertainty of what the world order is stepping into is a natural instinct. And henceforth, China's flourishing global idea was not greeted at first by a welcome gesture, for concerns that no guarantee can be confidently given that our civilization will be brighter if the new world order is built around China's notion. The ideological conflict between China and America is the externalization of uncertainty about the future if one nation's historical foundation is influenced by the other.

Modified Translation With Challenging Future

Since the concept of a community with a shared future for mankind was put forward in 2012, translators have carefully adjusted the translation of the community with a shared future for mankind based on in-depth research on the history and cultural background of English-speaking countries and attached great importance on the timeliness of translation (Xu & Fang, 2020). For example, "destiny" in the original version of translation has been replaced by "shared future" when researchers noticed its specific religious implications in Western countries.

However, in the post-epidemic world, whether the relatively latest translation is applicable to the changing international public opinion remains unknown and more studies are expected.

Strategies

Establishment of the Chinese Network Channels Overseas

A noticeable disadvantage that may cause partial comprehension in foreign countries is the shortage of variety of China's media standpoint. The setup of Internet platforms and communication enterprises overseas is essential to broaden the channels that spread various voices from all walks of life of the relationship between China and the rest of the world. And what comes with it is the encouragement of the diversity of media opinions. A greater extent of media freedom is a "shot of adrenalin" to the positive dissemination of China's political and cultural concepts, which is critical in the English translation of a Shared Future for Mankind.

In a booming age for We Media and online public authors, it offers great opportunities for the public to spread and refine China's global notion in the form of a variety of online media, from short-video platforms to network community. From several cases where China's Internet-related enterprises successfully expanded their business abroad, their operating applications are mainly concerned with social life or amusement, among which the most famous ones are TikTok, OneSight, BIGO live, etc. However, large domestic network community like TianYa and MOP.COM takes Chinese at home and abroad as the majority of their users, with little contact with the public of the Western community. And business environment is less profitable for non-entertaining network platforms than it is for entertainment-oriented ones, pushed farther by China's restrictions on Internet accessibility.

Therefore, under the encouraging policy of the government, establishing social community with humanistic and cultural pivot overseas is helpful in cultural exchange for users around the globe. It requires our restrictions on Internet accessibility to be leveled down, but if proper regulation of these platforms can be implemented, they will become great channels for the public abroad to get closer to the real sentiments and

notions of the public of China, in terms of how Chinese people's cultural logic really looks, which has been clouded by discrepancies in cultural form due to insufficient contact among common people.

Another powerful force of information dissemination is We Media. Many private or public accounts in popular network platform nowadays are generating quality cultural output. They should be offered with more incentives to expand their cause, whether economic support or publicity promotion.

The English translation of a Shared Future for Mankind is intricately intertwined with cultural recognition of foreign countries, if the mass in different countries around the world has the chance to communicate with our people; the first barrier of English translation is highly likely to be reduced.

Zeitgeist-Capturing and Accessible Translation

In the early 20th century, some scholars have already proposed that it is necessary to systematically learn Western rhetoric and language convention in order to provide English translation with good recognition by foreign audience (Chen, 2007). But nowadays that is far from enough. After the third technological revolution, the main channels for audiences to receive information have shifted from physical newspapers, television and broadcasts to the Internet. The social platform is like a language laboratory, or a cultural melting pot. People around the world, especially those living in English-speaking countries, can communicate with each other freely in the social media, which means that our English translation to the world cannot still follow the past understanding of Western rhetoric and language style which were dominated by Britain and the US. As we spread the idea of the community with a shared future for mankind, we need to recognize that times are changing and audiences are not static. Instead, they have become mixtures of diverse cultures with new language styles and conventions. Some scholars proposed that Western media prefer to apply anecdotes to approach common readers (Li, 2020). It indicates that down to earth translation may be welcomed. Therefore, we can conduct research on social platforms, dipping into the Internet world to grasp the real-time language dynamic, and make our translation zeitgeist-capturing and accessible.

Diverse Trans-editing

Compared with its language function, the social function of external publicity translation is more prominent (Hu & Jia, 2010). So, we need to distinguish between export oriented translation of traditional culture and translation of publicity materials, although the two often go hand in hand. For the export-oriented translation of traditional culture, we are committed to fully keeping the original meaning of the underlying language, so that foreign readers can experience the beauty of authentic Chinese culture. In this case, readers hold more active attitude to learn about Chinese culture, and have a higher tolerance for differences. But foreign readers are often alert to politically charged ideas. As a result, trans-editing is a wiser choice than complete translation.

Some authors who study the translation strategies of current political discourse have proposed that a community with a shared future for mankind is a unified word that reflects China's diplomatic guidelines and relates to the future of mankind. So, unified translation helps to establish a rigorous and responsible national image (Deng, 2020). However, considering the lack of diversity in the external publicity media and our limited influence on the foreign public, more flexible adaptations should be adopted. "It is better to raise a voice than being judged by others, it is better to take the initiative than being pushed, it is better to say it today than tomorrow, say it repeatedly than once", said the State Council Information Office bureau deputy director, Hua Qing. Hua Qing's words may imply that we should "say it repeatedly", and in different ways.

We are supposed to speak in one voice, but at the same time, we can provide audiences of different levels with more diverse trans-editing adaptations, combine vividness with truth, and interpret the same concept from different perspectives, in different styles.

Conclusion

This research has depicted a general picture of the overseas spread of English translation of the community with a shared future for mankind, analyzed current situation, and proposed some suggestions on translation strategies. The analyses show that influenced by the diverse perspectives and interest of the media, the standpoint of major Western media on “a community of shared future” varies from each other. Newspapers that target readers from different classes of the society reach different conclusions on “a community of shared future”. Besides, we recognized that negative reports by Western democratic power had their historical reasons. And nowadays, English translation is improving in a proper way, but still facing great challenges. This research also made a discussion about suggestions on external translation strategies. It suggests that to refine global repute of “a community of shared future”, aspects of education, political openness and media channels should be included. Zeitgeist-capturing and accessible translation can be achieved by grasping the language dynamic in the Internet world. Besides, trans-editing strategies can be applied in diverse forms. Yet, it still remains unclear about how to break cultural barriers, balance culture export and political publicity translation in the ever-changing international society and the booming Internet world, and enable the concept of a community with a shared future for mankind to gain more recognition.

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