



REVIEW

Research on the Path of Constructing Foreign Discourse System—— How to spread China’s Voice Well

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ABSTRACT

In an important speech delivered at the 2018 National Propaganda and Ideological Work Conference, General Secretary Xi Jinping pointed out: “Tell Chinese stories well, spread China’s voices, and increase the national cultural soft power and influence of Chinese culture.” National soft power is mainly manifested in the attractiveness of a country, and the improvement of national soft power is conducive to enhancing the international voice. All along, China’s hard power and China’s soft power development are very unbalanced. China’s hard power has not yet been reflected in China’s cultural soft power and cultural influence, so that it cannot display China’s national image well. Although China has the confidence and self-confidence to tell a good Chinese story, under the environment of international public opinion that “the west is strong and China is weak”, it dares not take the initiative to speak up and has been in a dilemma of “being scolded”. One of the most important reasons is that China’s international communication capabilities are not enough. In the current era of highly developed information technology, whoever has advanced communication methods and strong communication capabilities, whoever has the cultural ideas and values can spread out, and who can master the right to speak internationally, it can be said that if there is no effective communication channel, it will fall into the dilemma of “justification is nowhere to be said, and there is no way to spread it.”

1. Introduction

In order to strengthen China’s international communication capabilities and effectively solve the problems of constructing a system of foreign discourse with Chinese characteristics, it faces the problem of “justification is nowhere to be said, and there is no way to spread it.” General Secretary Xi Jinping made a series of im-

portant instructions for those problems, among them, in January 2019, the speech at the twelfth collective study of the 19th Central Politburo stated that “we should use the results of the information revolution to accelerate the construction of a unified and integrated all-media communication pattern.” “We must accelerate the development of media integration, so that mainstream media has strong communication, guidance, influence, and credibility.”^[1]

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2. Create a “Full Media” Communication Path for the Foreign Discourse System

The construction of the foreign discourse system is not only related to the content of the discourse and the way of expression, but also to a certain extent, it is also related to the effectiveness of international communication capabilities. China already has a huge international communication network including TV, newspapers, radio, periodicals and the Internet. However, in order to increase the necessity and urgency of international voice, China must expand the coverage of Chinese media around the world, make full use of the advantages of new media, build a comprehensive support system, and continuously improve the competitiveness of outreach media.

2.1 With the Continuous Development of the Information Society, the Influence of Emerging Media Is Increasing

The number of Internet users in China reached 802 million, of which mobile phone Internet users accounted for 98.3%. Better integrate traditional media and emerging media, adhere to the “go global” principle, and expand the coverage of the English version of “China Daily” and CCTV foreign language channels worldwide. With the help of overseas mature communication platforms, we will strengthen external publicity, strengthen news reporting on Twitter, Facebook, YouTube and other internationally renowned social media, and open a unified official account.^[2] For example: the use of major national leaders’ visits and major international conferences to strengthen the development of special editions in mainstream overseas media have effectively affected the local mainstream society. Through the use of new media such as documentary films, short videos, national image advertisements and other “audiovisual discourses” to shape China’s national image, it is easier for visual persuasion to be accepted by audiences with different cultural backgrounds and ideologies in terms of visual expression.^[3] For example: “Apply for all kinds of world events and international exhibitions, and use it as a platform for displaying images; films of national images were produced and broadcast on CNN in time slots. They were broadcast on the large electronic screens of Times Square in New York for a long time, and were displayed in real time during foreign affairs such as embassy and consulate festivals and diplomatic receptions.”^[4] At the same time, relax the restrictions on foreign journalists covering in China, use international news media to objectively report on China, and set up Confucius Institutes in various countries and regions in the world to enhance the understanding of Chinese language and

culture among people around the world. However, in the process of communication, we should pay attention to adopting different media styles and types for different occasions, and carefully consider and plan carefully to achieve the best communication effect.

2.2 Build a Comprehensive Support and Guarantee System to Continuously Improve the Competitiveness of the Outreach Media

Vigorously strengthen the team building, build a team of talents with international standards, excellent political knowledge, excellent professional knowledge, and the ability to integrate Chinese and foreign cultures, first of all, we must strengthen their Marxist beliefs and patriotic feelings, cultivate their sense of socialist responsibility and mission, and dare to safeguard our national interests and international status in the confrontation of international media, and contribute to building a good national image for China in the new era. Secondly, it is necessary to establish long-term cooperative relations with first-class universities and training institutions at home and abroad, convey foreign language talents for further study, introduce high-quality training programs, and train a group of excellent international news commentators and “full media editors” and “full media reporters”. Continuously increase the proportion of foreign personnel in the foreign publicity team, especially focus on introducing high-level foreign personnel with experience in mainstream overseas media. In addition, in terms of optimizing and adjusting the power layout, we must not only continue to improve our foreign advertising media to establish branches overseas, moreover, on the basis of consolidating China’s advantages in spreading in developing countries, it is important to strengthen the outreach in developed countries in Europe and America, so that Western audiences can have a chance to understand China’s national conditions and culture more objectively. Finally, China actively expands its overseas presence, actively develops local mainstream media, users of major social institutions, gains a deep understanding of user needs, pushes marketable products, and implements personalized and targeted dissemination of external discourse systems, and strengthen cooperation with overseas mainstream media and other social platforms, and actively use its platform and network to market our foreign products to end users. In December 2016, the domestic surging news officially launched an English product “Six Tone” that tells the story of China. This brand-new product is based on a new media platform and uses social media to spread news to Western audiences. The purpose of its creation is to tell the Chinese story well with a more humane perspective.^[5]

3. Strengthen the Effective Connection between Discourse Production, Translation and Communication

With the rapid development of China's economy and the increase in the concentration of foreign audiences, today's translation work bears the arduous task of integrating Chinese and foreign. The translation work is like a chain to achieve the linkage between discourse production and communication. In particular, the translation of political discourse with Chinese characteristics is of great significance. It can shape the country's good image, safeguard the country's fundamental interests, spread the excellent Chinese culture, and serve the party and the country's foreign strategy.

3.1 Appropriate Free Translation Is Conducive to Constructing a Discourse System of "Integrating Chinese and Foreign"

The form of discourse needs to be closer to the aesthetic psychology and cultural needs of different audiences. China's values and ideology should be solidified in the language and spread. If the "Belt and Road" is directly translated into the "Belt and Road" strategy, it will easily have a negative impact, which is not in line with the "Belt and Road" concept advocated by China, so the "Belt and Road" is translated into the "Belt and Road" initiative, namely "the Belt and Road Initiative". The "Chinese Dream" emphasizes the dream of the Chinese people and the revival of the Chinese nation, not the rise of China. The English translation of "Chinese Dream" is "Chinese Dream" instead of "China's Dream". By studying the application of the latest English translation of the "Belt and Road" "the Belt and Road Initiative" and the Chinese translation of "Chinese Dream" in Chinese English and other mainstream English media reports, The conclusion is that the number of positive reports continues to increase, and the number of negative reports gradually decreases, which shows that proper free translation reduces the misunderstanding of Chinese ideas and Chinese plans by foreign media, and accurately expresses the ideological theory, which is conducive to the construction of a discourse system of "integrating Chinese and foreign". In addition, in order to avoid the negative impact of Chinese political discourse on external communication, the translation unit of the discourse system can make up for it through various technical means to make it understandable and understandable by Western audiences.^[6] For example, in the second volume of the translation of "Xi Jinping on Governance and Governance", there is an article titled "Continue to Promote the Popularization

of Marxism in China." The translation of "Popularize Modern Chinese Marxism" has been considered. Use "Popularize" to express Popularization, "modernize" to express Modernization, and "Chinese Marxism" to express Chinese Marxism. However, foreign readers are likely to understand this translation as an independent "Chinese Marxism", which may produce a sense that China is exporting ideology, and it seems that if we want to promote "Chinese Marxism" globally, it is easy to cause misunderstanding. The final title is Develop and Popularize Marxism in the Modern Chinese Context, which translates Marxism in China into the product of the integration of Marxist universal truth and China's reality, in other words, there can be all kinds of Marxism in the world without a unified model.

3.2 Appropriate Literal Translation Helps Spread the Discourse of "Chinese Characteristics"

In today's cultural diversity, Chinese discourse that bears Chinese values and ideology should also gain a place in the world. The use of "translated discourse power" is conducive to the dissemination of "Chinese characteristics" discourse. Without any misunderstanding in literal translation, for cultural words in the original text, we generally adopt the "literal translation / transliteration + interpretation / annotation" translation method, which can better promote Chinese culture to the world and expand the world influence of the Chinese elements of the discourse. Such as "Diaosangzi: voice practicing", "Waidiren: outsider" "Meifazi: there is no choice". China's original language features not only convey China's demands, but also subtly spread Chinese culture, enhance the soft power of Chinese culture, and obtain an inevitable share of international discourse.^[7] Today, the "Chinese expression" of "Chinese characteristics" is increasingly favored and internationally recognized by foreign media. Such as: Regarding the translation of Prime Minister Li Keqiang 's vernacular, "It's better to shout your throat than to shrug your arm", the British "Economist" and Singapore's "Straits Times" did not use skilled English idioms to translate this particularly earthy word, Instead, it is translated in an authentic way according to the words and habits of Chinese leaders.^[8] With the gradual improvement of China's international status, "Chinese Discourse" has become more and more popular in the world, so seize the opportunity and do not blindly "desinicize" to cater to Western audiences. In the absence of ambiguity in literal translation, the "Chinese expression" of "Chinese characteristics" is more conducive to telling Chinese stories and spreading China's voices well.

3.3 Attach Great Importance to the Training and Use of Political Discourse Translators

As the “Belt and Road” initiative continues to be implemented in depth, the demand for translators is strong. First of all, we must carry out the construction of a translation talent pool to gather high-end translators from relevant government departments, foreign media, some universities and nationalized enterprises Sinologists and translators who bring together overseas Chinese translators and who understand Chinese, invest limited talents in external reporting, party and government document translation, and news and political weekly, so that they can better serve the dissemination of Chinese foreign discourse. Secondly, strongly support the education and training of foreign translation professionals. Through the establishment of special scholarships, prize contests and other means to encourage education and training institutions to attach importance to training Chinese and foreign talents, and establish national-level foreign translation work awards and talent recognition and other incentive mechanisms to enhance and protect the treatment and rights of foreign translation workers, and attract more high-quality talents to join the ranks of foreign translation. Finally, we attach importance to the cultivation of translation practice abilities of foreign language-related majors in domestic colleges and universities, broaden the traditional model of translation talent training, and provide more translation practice opportunities while learning translation knowledge. Strengthen the translation application ability and take the market demand as the traction to guide translation majors to improve their translation ability on the basis of adhering to the study of this professional knowledge to achieve a seamless connection between graduation and employment.

4. Conclusion

Since the Eighteenth National Congress of the CPC, China has never been closer to the goal of the great rejuvenation of the Chinese nation. China is more confident and confident than ever to tell the world a good Chinese story and spread its voice, first of all, actively participate in the discussion and participation of major international and regional issues with a more proactive attitude, and strive for the right to set the agenda and dominate the discourse in international affairs. Secondly, strengthen international communication capacity building, support major national

media to go out, and participate in international media market competition, at the same time, it will play a good role in emerging media, make full use of the advantages of new media, build a comprehensive support system, continuously improve the competitiveness of foreign media, improve the right to speak internationally, enhance cultural soft power, and eliminate prejudice against China from the international community to restore a clear and true image of China.

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