

A Study on the Path of Promoting External Dissemination of Regional Culture with Translation Technology under the Background of New Quality Productivity

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Abstract: With the introduction of the concept of new quality productivity characterized by high technology, efficiency, and quality, various industries in China have ignited a high spirit of innovation and development. Against this background, this article analyzes the significance and current situation of the external dissemination of regional culture and combines the application of translation technology empowered by new quality productivity to explore a path suitable for the wider, more effective, and higher-quality external dissemination of regional culture. The aim is to provide practical experience for promoting the effective dissemination of regional culture in China to the world and better build a cultural power.

Keywords: New quality productivity; Regional culture; External dissemination; Translation technology

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1. The concept of new quality productivity

New quality productivity aims to break away from traditional economic growth methods and has the characteristics of high technology, efficiency, and quality. It is the fundamental achievement of the integration and breakthrough of scientific and technological innovation, leading to the emergence of new industries and models. Its “novelty” is mainly reflected in new economic forms, science and technology, and industrial models, while its “quality” is reflected in the comprehensive improvement of economic benefits, ecological benefits, and social welfare^[1].

Currently, research on new quality productivity mostly focuses on theoretical interpretation and its driving role in economic development. With the deepening development of globalization and informatization, as well as the enhancement of China’s cultural soft power, the external dissemination of regional culture is also increasingly attracting attention. However, there is relatively little research combining new quality productivity with regional cultural dissemination, especially the innovative role of translation technology in it.

2. The importance of strengthening the external dissemination of regional culture

Since the reform and opening-up, China has adhered to the “culture going global” strategy, the “Belt and Road” initiative, and the “cultural power” strategy, and has taken various measures and means to continue to strengthen cultural communication with foreign countries and strive to enhance the global influence of its own culture ^[2]. The extensive and profound Chinese culture is increasingly welcomed by people around the world with the improvement of China’s comprehensive national strength. Regional culture is a fundamental component of culture, the root and soul of the Chinese nation, carrying various cultural forms of regional characteristics ^[3]. The external dissemination of regional culture is not only conducive to enhancing local influence but also helps to build cultural power. Telling the story of China well and spreading the voice of China is a strategic choice to comprehensively enhance China’s cultural export capacity, and has important practical significance. The international dissemination of regional culture is not only a need for macro-level international exchanges, but also an important task at the micro level, such as local cultural construction and shaping a good local image ^[4]. Its importance is reflected in the following aspects:

- (1) External dissemination of regional culture helps to enhance the cultural soft power of local and even national communities. The unique regional culture, as a representative of the local image and cultural treasure, can showcase the unique charm and profound heritage of local culture through external dissemination and enhance the recognition of local culture by the outside world, thereby enhancing the cultural soft power of the local area and the international influence of the country.
- (2) External dissemination of regional culture can promote cultural exchange and mutual learning. In the context of globalization, cultural exchange and mutual learning have become an important driving force for promoting the progress of world civilization. The dissemination of regional culture helps to break down cultural barriers, enhance mutual trust and respect between different cultures, promote the development of cultural diversity, and facilitate the prosperity and progress of human civilization.
- (3) External dissemination of regional culture will greatly promote local economic development. With the deepening integration of culture and tourism, the scope of resource elements in the cultural tourism industry continues to expand. Local customs, handicrafts, festivals, red culture, etc. have become increasingly important carriers to showcase the cultural connotations of tourism space and enhance the cultural attractiveness of tourism destinations ^[5]. Therefore, the dissemination of regional culture can not only enhance the cultural awareness of the local area, but also drive the development of related cultural peripheral industries, promote the transformation and upgrading of the local economy, and promote sustainable development. The domestic cultural industry in China is also constantly developing and growing in the process of international competition, and the export of Chinese cultural products is also becoming an important force in the international dissemination of Chinese culture ^[6].
- (4) Spreading regional culture to the outside world is an important foothold for building national cultural confidence. By spreading regional culture to the outside world, more individuals can intuitively understand our traditional ethnic culture, thereby enhancing the sense of national pride. This helps to maintain our cultural independence and uniqueness in the process of globalization and to resist the risk of cultural homogenization.

Therefore, the external dissemination of regional culture is of great significance. We should strengthen the excavation and organization of regional culture, promote its external dissemination through various channels and methods, and let more individuals understand and appreciate the unique charm of local culture.

3. The current situation and existing problems of the external dissemination of regional culture from the translation perspective

With the development of new quality productivity and the popularization of the Internet, regional culture has also been spread internationally by means of translation, which has improved the understanding between ethnic cultures. However, there are also some problems with the external dissemination of regional culture.

Firstly, the translation industry standards are not standardized, and the quality of translation services varies. The translation level of translators varies, and their understanding of industry standards is unclear, resulting in unsatisfactory translation quality.

Secondly, the understanding barriers caused by regional cultural differences result in different regional cultural connotations. Language, as a carrier of culture, also varies greatly, and these differences can lead to comprehension errors in the translation process. Therefore, translators must possess a certain level of cross-cultural awareness and ability in order to correctly understand and disseminate the meaning of the original culture.

Once again, improper selection of translation strategies directly affects the effectiveness of translation. For example, some translators neglect the accuracy and fluency of language use in order to highlight the characteristics of regional culture. In addition, in the era of new media, the ways of cultural dissemination are constantly being updated, and some translators have also overlooked the issue of how to effectively utilize online new media to improve communication effectiveness.

Lastly, there is a shortage of translation talents, and the traditional purely manual translation model is no longer able to meet the growing demands of the industry and market. The technology-driven translation model is gradually being accepted and recognized by the industry and has been widely applied in practice^[7]. The external dissemination of culture is cross-cultural. In the context of new productive forces, there is still a shortage of talents who not only understand specific regional cultures but also have translation skills, which limits the depth and breadth of regional cultural external dissemination.

4. Empowering translation technology with new quality productivity

Research shows that there is a basic balance between theoretical and applied research on translation technology in foreign countries, with applied research focused on fields such as healthcare, education, economics, politics, and psychology^[8]. With the continuous deepening of globalization, the forms of communication between regional cultures are becoming increasingly diverse, such as people conveniently obtaining information about different regional cultures through online exhibitions and virtual museums. Therefore, the demand for professionalization, diversification, and personalization of translation services is also increasing day by day. Under the empowerment of new quality productivity, translation technology has emerged in various forms, and the emergence of artificial intelligence technologies such as speech recognition, image recognition, neural networks, etc. has accelerated the development of automation and intelligence in machine translation^[9]. The main modern translation techniques are as follows:

- (1) Machine translation can analyze the grammar, vocabulary, and semantic information of the source language text, generate target language texts based on linguistic rules of specific regions, and improve the accuracy and fluency of regional cultural translation based on statistical models of large-scale regional cultural corpora.
- (2) Computer-assisted translation can establish a terminology library containing phrases and sentences of specific regional cultures, storing and memorizing high-frequency translated sentences and paragraphs. Compared to manual and machine-automated translation, the advantage of computer-assisted translation technology lies in “process optimization”^[10]. It can quickly complete automatic proofreading and format

conversion of the original text and translation, including automatic checking of grammar, spelling, and other errors in the translation, and can process the translation according to the target language format.

- (3) Artificial intelligence (AI) speech translation, using speech recognition technology to convert the source language speech into text, and then using machine translation technology to translate the source language text into the target language, and converting the target language text into speech through speech synthesis technology as needed. AI translation also breaks the limitations of time, space, and frequency, allowing for high-intensity interpretation output and compressing task costs ^[11]. This translation technology can be widely applied in the local tourism industry, providing timely translation services to foreign tourists, thereby improving the breadth and effectiveness of regional cultural dissemination.

When the translation task is heavy, translators can use interactive translation technology, that is, by using real-time communication technology, translators can communicate and collaborate in real time to jointly complete the translation task.

In addition, modern translation technology also includes tools and technologies for quality assessment, automated testing, and management and coordination of translation projects, making translation more efficient and convenient.

5. External dissemination path of regional culture promoted by translation technology empowered by new quality productivity

Translation technology plays a crucial role in promoting the dissemination of regional culture. The following are the main forms of translation technology promoting the external dissemination of regional culture:

- (1) Translation technology is used to process massive text data and create a specific regional cultural corpus. In addition, big data technology is utilized to integrate and analyze various data generated during the translation process, such as language selection, translation quality, user feedback, etc. Through data analysis, problems in each stage of translation are identified, optimizing translation algorithms and techniques, and improving translation quality.
- (2) During the translation process, translators need to enhance cross-cultural awareness and utilize the dissemination function of multimedia. For example, Chinese culture is vast and profound, and many proprietary terms cannot be well reflected in English, so there may be deviations in translation ^[12]. Therefore, when translating, it is necessary to understand the cultural background of the target language audience and adopt appropriate translation methods to make the translation accurate and in line with the cultural customs of the target language audience, thereby promoting the dissemination of regional culture around the world. At the same time, digital media is also on the rise, and digital platforms are the hub for information dissemination and public opinion generation. Therefore, digital platforms also have the responsibility of constructing mainstream ideology and producing and disseminating Chinese culture ^[13]. The dissemination of regional culture will also be presented through multimedia forms such as videos and images. Therefore, local cultural dissemination departments should establish professional short video creation and operation teams, create official accounts, and present high-quality regional cultural videos ^[14]. Translation technology can provide multimodal translation services such as subtitles and voice for the cultural dissemination content created by these multimedia, allowing audiences to have a more intuitive understanding of regional culture and feel its unique charm.
- (3) In terms of selecting translation strategies, customized translation services are provided based on the characteristics of different regional cultures, including fully considering cultural differences, language habits, and other factors during the translation process, to ensure the accuracy of translation content and

meet the acceptance habits of the target audience. For example, local specialty products are an important reflection of regional culture. Through translation, the product name, introduction, usage methods, etc. can be translated into multiple languages for multimodal promotion such as graphics, text, voice, and video, helping the product achieve international reach.

- (4) The cultivation of translation talents and team building is strengthened. More and more universities and training institutions are combining translation technology with translation education to cultivate versatile talents who understand both language and technology^[15]. Local universities should take the initiative to undertake the mission of serving local development, adapt to the development trend of new quality productivity, cultivate composite talents with cross-cultural thinking and translation technology abilities, and help improve the overall quality and level of the translation industry. At the same time, local governments also need to take corresponding measures to attract and retain translation talents and stimulate innovation in cultural dissemination forms. It is imperative to strengthen team building, create an efficient and innovative working atmosphere, and provide strong talent support for the external dissemination of regional culture.

6. Conclusion

In short, in the context of new quality productivity, promoting the external dissemination of regional culture through translation technology not only helps the steady implementation of the “cultural power” strategy but also benefits the continuation of local culture and the high-quality development of the local economy. Therefore, it is necessary to use the innovative application of translation technology to expand the channels for the external dissemination of regional culture, laying a solid foundation for achieving the great rejuvenation of the Chinese nation.

Disclosure statement

The author declares no conflict of interest.

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