

The Influence of Mo Yan's Fiction Translation on Chinese Cultural Communication under the Background of Cultural Transition

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Abstract

To explore the way for Chinese literature to go to the world under the background of cultural transformation and promote the spread of Chinese culture, Moyan's novels translated by Howard Goldblatt are taken as an example. Its influence on the global scale is studied. Firstly, the limitations of traditional translation theories are analysed, and the translation theories under the background of cultural transformation are compared, then the translation strategies of Moyan's novels under the background of cultural transformation are achieved through case analysis. The period when Moyan won the Nobel Prize is selected as the demarcation years, and the global influence of Moyan's novels before and after the award is compared and analysed. Moreover, the United States is taken as the representative, the acceptability of Moyan's novels in the United States is analysed in this study. Thereby, the communication channel of Chinese culture represented by Moyan's novels under the background of cultural transformation is obtained. The results show that to realize the further dissemination of Chinese culture, it is necessary to focus on the value of literary editors and the promotion role of publishers, and set up relevant translation awards and special funds, re-examine the standards of Chinese literary translation, and draw a new significance for the translation concept of Chinese translation circle.

Keywords

Cultural shift; Mo Yan; translation; the Chinese culture.

1. Introduction

Under the influence of the background of western culture transition, Moyan's novels, as a successful model of foreign translation of Chinese culture, gradually changed from political criticism to appreciation of textual features in the process of dissemination. It indicates that Chinese literary works have achieved a successful influence in the world literary world [1-3]. Moyan's winning of the Nobel Literature Prize in 2012 not only brought an opportunity to the modernization discovery of Chinese translation, but also gave enlightenment to the spread of Chinese culture [4]. Great attention in the literary world is achieved by the translated versions of Moyan's novels in various languages, among which the English version of the novel by Moyan have exerted the greatest influence. Moreover, most of the translated versions in various languages are translated from English version [5]. The greatest praise for the English version is supported and promoted by the translator Goldblatt Howard. As shown in his translation practice, a translation that is absolutely loyal to the original text is not necessarily loved and accepted by readers [6,7]. In the new century, China's share of influence in the world is not ignored. Nowadays, with the promotion of national soft power, the measures for translation circle to improve the progress of national literary translation and promote the spread of Chinese culture are become an issue that can't be ignored in the context of cultural transformation.

Therefore, based on the current situation of the influence of Moyan's novels in the world, the characteristics and strategies of its literary translation is discussed in this study, and then the translation strategy of "going out" of Chinese literary works and the way of cultural communication is put forward. Hence, the process for Chinese literature to enter the world literature under the background of cultural transformation is promoted and the influence of Chinese culture in the world is enhanced.

2. Methodology

2.1. Limitations of Traditional Translation Theories

Chinese traditional translation theory has a history of about two thousand years. During this period, the four translation activities has a profound impact on Chinese translation culture. However, the research scope of cultural translation is too narrow for a long time, and the state of cultural translation theory is too closed. Thus, the outdated research methods, and the difficulties in solving in practice is induced by the slow development of the translation of traditional Chinese culture [8]. Traditional translation is limited to the traditional literary aesthetics, which focus on the macro description rather than the analysis of the details of the translation, and many values are defined scientifically. The traditional translation theories of China and the west are similar, but due to the influence of different social and cultural realities, different philosophical thoughts and language differences, there are still great differences in the depth of translation theories in China and the west. Western translation standards have diversified approaches, and its translation analysis is more systematic and scientific. In contrast, traditional Chinese translators pay more attention to translation skills and language organization, which results in the limitations of Chinese literary translation standards.

2.2. Translation Theory in the Context of Cultural Transformation

The concept of cultural transformation is a translation concept used to describe the mutual transformation between cultures. This translation research focuses on issues that have never been realized before, such as the operation of rights in the translation process, the re-discussion of translation standards, and the intervention of ideology. The rewritten translation is the resonance generated by the interaction between the translator and various forces [9]. In the process of cultural transformation, translators' vision is expanded. Meanwhile, discourse rights, ideology and sponsors are garnered widespread attention, and translation is not just an activity away from politics and ideology. The translation study of linguistic school is not replaced by that of cultural shift, and the traditional translation theory is not overturned. the traditional translation is enriched and deepened by the cultural shift. Thus, more great impact on the traditional translation theory in terms of philosophy is achieved.

2.3. Translation Strategies of Moyan's Novels under the Background of Cultural Transformation

Moyan's novels are recognized by the world literature, and the key to their success lies not only in the reference to foreign literature, but also in the export and dissemination of the translated text outside the region. Translation has played a great role in this process. In fact, many foreign literary critics can't master the language used in Moyan's original novels. Moyan's novels are interpreted and analysed based on the translation. Due to the different cultural background between China and the west, their interpretation of the novels is still different from that of domestic literary critics. Therefore, it is of great urgency to interpret domestic literary works through the characteristics of translation in the context of cultural transformation.

There are a large number of dialects, languages, local operas, and other unique traditional dialect language culture in Moyan's novels. It is a great challenge for translators to fully understand the Chinese traditional customs and cultural characteristics in the process of

translation. *Red Sorghum Family* literary works translated by Goldblatt Howard is taken as an example to analyse the translation strategies of Moyan's novels in this study, as shown in Table 1:

Table 1. Analysis of the translation strategies of Red Sorghum Family

Strategies	Translation	Analysis
Dissimilation	"You didn't give him anything to grease the skids."	"Meeting etiquette" is a cultural custom peculiar to China, which means to send gifts. It is translated into "grease the skids", which means "to make things go smoothly", a strategy of paraphrasing that makes it easier for western readers to understand.
Naturalization	Father heard Grandma say, "Even if you can't agree, you mustn't abandon justice and honour. This isn't the time or place to flight. Take your fury out on the Japanese." "	The domestication translation strategy is adopted here. The sentence is translated as "Even if you can't agree, you mustn't abandon justice and honour", which not only spreads Chinese culture, but also helps western readers to understand the charm of Chinese idioms.

The strategies of foreignization and domestication are used by Goldblatt Howard in the process of translation of the literary work *Red Sorghum Family*. Moreover, the content of the original work is taken into consideration, and the creation of the translated novels is a combination of various factors due to the influence and constraint of different environments. Therefore, it is not practical to be absolutely loyal to the original text or the re-creation without the original text, and the use of domestication and foreignization strategy is exactly the most meaningful and valuable literature for readers, hence, the culture of our country is better accepted and spread by foreign readers.

3. Results and Discussion

3.1. The Global Influence of Moyan's Novels

The translation of Moyan's novels has attracted scholars who study Chinese literature and those who love words and are eager to read them. Chinese society, politics, and cultures are understood by readers who are interested in Chinese culture with their own subjective consciousness and thinking habits peculiar to western literature. Library collections are often very strict in measuring the cultural influence and ideological value of books, which is also the best yardstick to test the popularity and knowledge production capacity of publishing institutions. Therefore, the data collected by libraries around the world on Moyan's novels in Chinese and foreign languages is a standard that can stand up to scrutiny.

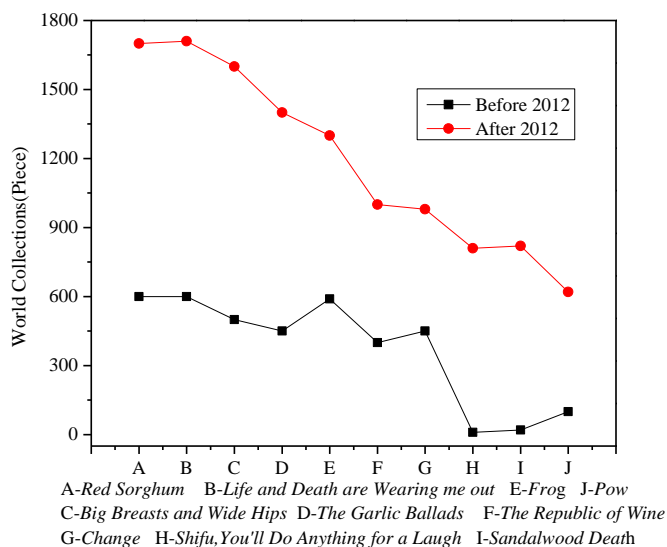


Figure 1. The world collection of Moyan's novels

As shown in Figure 1, before and after Moyan was awarded the Nobel Prize for literature in 2012, the world collection of novels translated into English is significantly changed and increased exponentially. These figures show that unprecedented popularity among foreign friends is enjoyed by Moyan's novels, which also represent the further spread and promotion of Chinese culture in the world.

3.2. The Acceptability of Moyan's novels in the United States

The literary value and world collection of Moyan's novels are enormous. The literary value and cultural capital of Moyan's novels in the cultural field is enhanced through some attention and comments produced by institutions and media. And the frequency of media mentions is the best reflection of the translation effect of Moyan's novels. Besides, the acceptance level of audiences is reflected through the sales volume of Moyan's novels in American bookstores. As shown in Figure 2, relevant research data through American review of books and other websites is collected and analysed, thereby, the acceptance level of Moyan's novels among American audiences is obtained. Moyan's novels are quite well known in the United States, and high praise is given to Moyan's novels by most American readers, among which sandalwood death is the most highly praised one.

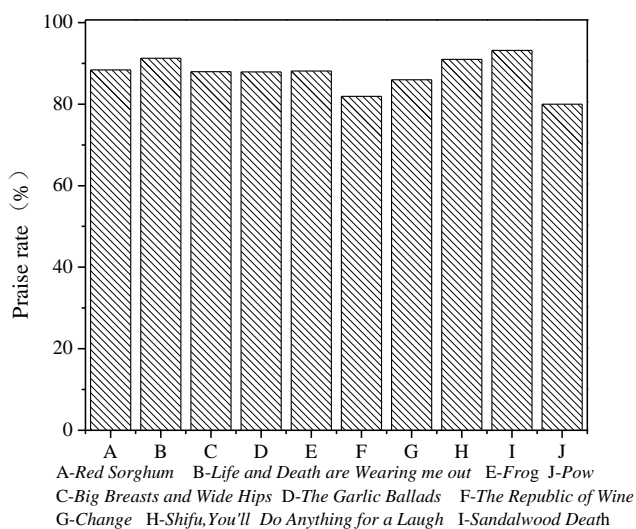


Figure 2. The popularity of Moyan's novels in the United States

3.3. The Communication Channels of Chinese Culture Represented By Moyan's Novels

The value of literary editors and the promotion role of publishers is attached importance. In the process of literature research, the position of Chinese editors is neglected, which is closely related to the Chinese view of translation. The foreignization strategy is adhered by domestic translation theories, and the fidelity of the original text becomes very important. In this case, the role of literary editors is greatly reduced. Foreign translation theories are very different from those in China. Both literary editors and publishers have the right to modify their translations. It is very helpful for the publicity and promotion of literature to revise and recreate the translated versions from their literary foundation and professional perspective.

A mutual exchange platform between foreign translators and Chinese scholars is established. With the increasingly frequent cultural exchanges among different countries, it is particularly important to build a communication platform for translators from different countries to further carry out translation evaluation and research. Through the comparison of the different translation standards and translation concepts in China and the west, domestic translation scholars can better understand their own situation. If they do not keep an open mind and stick to traditional translation concepts and standards, problems in the field of translation in China and the need for theoretical construction can't be solved in a timely manner. Therefore, in-depth communication with foreign translators is helpful for Chinese translation scholars to improve the translation quality of Chinese literature.

The training of domestic translators and foreign translators is strengthened. In recent years, with the increasing attention of the international community to the original and excellent literary works in modern and contemporary China, the problem of translation quality of literary works is gradually exposed. "translation bottleneck" becomes a frequent word to describe various complicated problems in translation. According to the existing translation system in China, the translation quality of excellent translators is not high. Most of the talents who are engaged in foreign translation are graduated from English department in colleges and universities, a corresponding database of translation talents is established to avoid the loss of resources. For foreign translators, local sinologists are contacted to find excellent and competent Sinology translators.

The relevant translation awards and special funds are set up. The cognition degree of Chinese literature in the world literary circle is relatively low, mainly due to the delay of translation and publishers' neglect. Excellent translators are needed for the foreign translation of Moyan's novels, and translators' creative passion is stimulated by appropriate encouragement policies, moreover, the further spread and influence of Moyan's novels and Chinese culture in the world is promoted by it.

4. Conclusion

In this study, the characteristics and strategies of Moyan's literary translation are discussed from the perspective of its translation angle. Through the master of the language habits of the target language readers and the native language expressions of reading preferences, translators are truly accepted by target language audiences, thus the communication influence of Chinese culture in the world is further enhanced. Besides, the role of literary editors and publishers in promoting literature in China is paid attention. Although faithful translation is very important, reasonable modifications for the translated text is allowed, which is conducive to literature publicity and promotion. At the same time, the effective encouragement of translators and the training of translators at home and abroad is improved. Thus, the quality of translation is enhanced and the loss of translation talents is avoided. Therefore, it is of great significance for

the spread and influence of Chinese culture to change the translation concept in the context of cultural transformation and strengthen the training of talents.

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