

A Study on the Important Position of Publicity Translation in the Background of "Dynamic Zero-COVID Policy"

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Abstract: Since the outbreak of the global epidemic, in the process of the outbreak of the epidemic in Wuhan and the current process of "dynamic zero-COVID policy", there have been some disharmonious voices in the world from time to time and some accusations to discredit China's epidemic prevention work, which somehow damage China's international image. In this situation, translation is of great practical significance in the construction of foreign language rights in the process of publicity. By clarifying the important position of foreign publicity translation, we can talk about the ideological concept of China's anti-epidemic step by step, so that the world can understand the real China and China's anti-epidemic achievements and determination.

Keywords: dynamic zero-COVID policy, publicity translation, construction of external discourse system, cultural communication

I. Introduction

With the further success of epidemic control in China, there appears some foreign group immunization. External arguments continue to be translated into domestic vision to confuse the public, resulting in some people's lack of firmness in the dynamic zero-COVID policy of precise prevention and control. In order to provide a favorable international environment for China's development, create a soft environment for public opinion and shape the image of a responsible big country. The decision of the CPC Central Committee on several major issues concerning comprehensively deepening reform adopted at the Third Plenary Session of the 18th CPC Central Committee also stressed that China should strengthen the construction of international communication capacity and foreign discourse system, and promote Chinese culture to the world (Zou Wentong & Yang Guihua, 2017; Li Qiong, 2015). After a series of work on the construction of publicity team, communication media, channel and cultural communication, the construction of publicity work system is effective, and publicity translation, as an important part, plays an indispensable role.

Publicity translation is the core role of foreign cultural publicity. External publicity is a very important means of international public opinion communication for a country to publicize national culture and shape national image. It can create a good field of international public opinion for a country and expand national political influence, which is closely related to the country's cultural strength, economic strength, military

strength and other factors. In this sense, foreign publicity has become an aspect that major countries attach great importance to. At present, the contradiction between China's growing economic strength and international status and the foreign publicity strength that needs to be further strengthened is the main contradiction in the current international public opinion. China's cultural and political ideas have a long history, and there is an urgent need for commensurate publicity ability to spread China's unique situation and ideas to the west, so that foreign countries can clearly understand China's practices, reduce misunderstandings, seek common ground while reserving differences, and reduce foreign discordant voices. In external publicity and international relationship, the role of culture has been widely recognized and paid more and more attention. Observing and understanding international relations at the cultural level has increasingly become an important perspective. In this regard, we should pay more attention to how to raise the influence on international relations at a higher level through appropriate external translation strategies and individual translation. Whether at home or abroad, when people look at international politics and international events, they are largely subject to different cultural environments and cultural customs. Under the background of the epidemic, these differences are amplified. The cultural soft environment in the West advocating individual freedom and self responsibility and the cognitive differences at home have made room for the stigmatization of China's anti epidemic abroad. The differences caused by these differences are partly from individual preferences and ideology, and more from their own national culture. The importance of cultural translation in the construction of the external discourse system is self-evident, and publicity translation is the foundational role in the cultural exchange project. By adjusting the translation strategy and creating a cultural soft environment, more western people can understand China through high-quality translation documents, fully understand the long-term political and cultural concept of putting life first and everything for the people, and eliminate the misunderstanding and stigmatization of China's anti-epidemic policy caused by the fog of information.

External translation is an important way to spread the values of publicity work. In some representative definitions, propaganda is an activity that a political power or organization uses various thinking ideas or angles to spread special views or values and guide people's political and ideological ideas in the subtle influence of daily life (Sun Hongwei, 2004). The lower definition holds that publicity is a social activity in which people or social groups present their own ideas and views on the media to affect the audience's attitude and behavior. No matter which definition above, it reflects the connotation of its value communication or influencing the audience's values.

II. Conclusion

At present, the differences between Chinese and foreign values cause many obstacles in the process of cultural exchange between China and foreign countries. Due to cultural differences, domestic excellent ideas and excellent concepts are difficult to be known by the west in time. The right of discourse is weakened in the absence of cultural publicity for such a long time. Even if the major media speak frequently, it is still difficult to reverse the position of public opinion. By translating Chinese excellent works, publicity translation can continuously improve the understanding of foreign audiences on China's cultural values, lay a certain foundation for cultural understanding and reduce the obstacles of publicity in cultural understanding. Let's take an example of the misuse of "water can carry a boat but also capsize a boat" in a program notice on "relations between China and UK" released by the BBC on the Chinese channel some time ago. In the notice, the BBC tells that the Chinese government is afraid of the people through this Chinese idiom. However, due to its shallow understanding of Chinese culture and current politics, from the domestic point of view, this is the portrayal of the Communist Party of China's governing for the people. On the contrary, it is praised by domestic netizens as the highest praise to our party. As for an influential media, through appropriate publicity translation, actively

conveying the Chinese voice and the expression of Chinese values are an important part of the transmission of values in foreign publicity work.

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