

Cross Cultural Text Reconstruction of City Publicity Translation Based on Micro Learning Experience

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Abstract: With the continuous improvement of international influence, the foreign economic and cultural exchange activities of Chinese cities are increasing day by day. Based on the micro learning experience, this paper studies the text reconstruction of city publicity translation from a cross-cultural perspective. Taking the publicity translation of Nanchang as an example, this paper makes a text reconstruction translation of Brief Introduction of Nanchang City. First of all, the attitude of domestic netizens towards city publicity was investigated. 41.5% of netizens thought that city publicity was very necessary, and most netizens could realize the purpose and role of city publicity. After the release of Nanchang foreign publicity video, 26.2% of the foreign audiences who watched the video said they fully understood the content of the video, and Nanchang's topic popularity on the Internet increased significantly. This shows that the cross-cultural text reconstruction of urban publicity translation based on micro learning experience can effectively improve the effect of publicity and expand the influence of the city.

1. Introduction

1.1. Background Significance

The purpose of city publicity is to show and publicize city image to people all over the world, highlight cultural soft power, and let Chinese cities go to the world. Foreign publicity translation is an important part of foreign publicity work. Undoubtedly, the quality of city foreign publicity translation directly affects the international image of the city, and further affects the effect of foreign economic and cultural exchange activities [1]. Therefore, we must pay attention to the translation of city publicity, improve the quality of translation, let more countries and regions understand Chinese city culture, and expand the international influence of the city.

1.2. Related Work

Tourism city publicity materials are not only an important medium and means of tourism marketing, but also the most important way to attract tourists. Publicity English translation plays an important role in city tourism publicity. There are many coastal cities suitable for tourism in China, which are rich in tourism resources. The English translation of high-quality tourism city publicity materials can not only stimulate economic growth, but also effectively improve the international image of the city. Liu Z studies the English translation of tourism publicity in coastal cities from the perspective of cross-cultural communication [2]. From the perspective of national image, Yinping analyzes the relationship between foreign publicity translation strategies and national image, analyzes the current situation of China's foreign publicity translation, and puts forward strategies for foreign publicity translation [3]. Based on Lasswell 5W model, Li Y analyzes the current situation of marine culture publicity translation in Zhoushan archipelago new area through questionnaire survey and literature research of existing newspapers [4]. Their research results provide a theoretical basis for the study of this paper, but the research method is relatively single, this paper will take a variety of research methods to explore.

1.3. Innovative Points in This Paper

In order to improve the quality of city publicity translation, better show the city image to the people of the world, and promote the exchange and development of city economy and culture, this paper makes an in-depth study of city publicity translation. The innovations are as follows: (1) this paper reconstructs the urban publicity text based on the text reconstruction method of micro learning experience. (2) In this paper, topic detection and tracking technology is used to obtain the heat data of related topics and analyze them. (3) The translation method created in this paper can effectively improve the quality of city publicity translation and enhance the effect of publicity.

2. City Publicity Translation and Text Reconstruction

2.1. Text Types of City Publicity

The main purpose of city publicity is to show and publicize the city, so as to improve the city's cultural soft power [5]. Therefore, the content of city publicity covers all aspects of the city, reflects the city's cultural heritage and forms cultural cohesion. There are three types of text: informative, expressive and vocative. Different strategies should be adopted in translation [6-7].

The most important text material of city publicity is the introduction of city situation, which is a kind of compound text [8]. Among them, the content mainly based on objective facts belongs to informative text, so we need to pay attention to the accurate reproduction of the original information in translation. Therefore, in order to attract the audience's attention, the translation strategy of city profile should be included in the translation.

2.2. Cross Cultural Translation of City Publicity

The content of City publicity translation includes social and cultural aspects, so there are some differences between its translation and general text translation [9-10]. The focus of publicity translation is to translate the relevant materials related to the city and spread them through the media, so as to achieve the goal of publicizing the city culture and promoting the development of the city.

At present, the translation of foreign publicity in many cities is often difficult to pass through and

unimpeded, and the level of translation needs to be improved. For example, some cities only regard publicity translation as literary translation and attach importance to semantic transmission, but ignore the transmission of cultural information contained in cities [11-12]. There are also some publicity translators who neglect the cultural audience and start their translation work from the perspective of self-awareness, which makes the understanding of cross-cultural communication too one-sided.

Therefore, in the process of city publicity translation, we should first pay attention to the communication effect, because city publicity translation is not only the transformation of language, but also a cross-cultural communication behavior [13]. In addition, we should pay attention to the differences between the internal and external audiences, grasp the cultural differences and the thinking characteristics of the audience, and translate mainly from the perspective of foreign audiences [14].

2.3. Text Reconstruction Method

Text reconstruction is generally used in education and teaching, and often follows the principles of simplifying the complex, changing the hidden into the obvious and gradual [15-16]. The concrete methods of text reconstruction include addition and deletion, sentence transformation, angle exchange and so on. In this way, the difficulty of the original text can be reduced, the intuition and interest of the text can be enhanced, and the audience can better understand the original text.

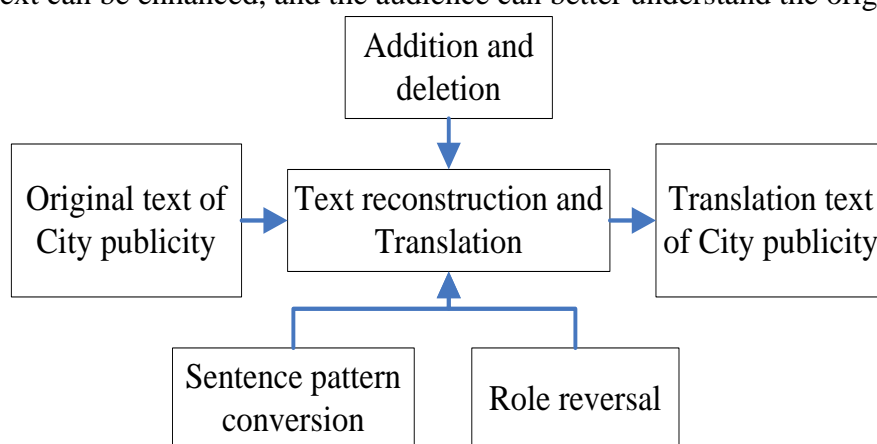


Figure 1. Translation process of city publicity

As shown in Figure 1, the relevant materials in city publicity translation are the texts in text reconstruction, and the process of translation is the process of reconstruction. The reconstruction of publicity text can be carried out from three aspects: adding or deleting words in the original text in the process of translation; transforming sentence patterns in the original text, such as voice transformation, inversion sentence to declarative sentence, segmentation of long and difficult sentences, etc. [17]. Finally, there is the exchange of perspectives. When translating, the translator should try his best to stand in the audience's perspective and pay attention to what the audience wants to see, instead of blindly expressing his own ideas [18].

3. Experiments on Cross Cultural Text Reconstruction of City Publicity Translation

3.1. Text Reconstruction for City Publicity Translation

Take the publicity translation of Brief Introduction of Nanchang City as an example, when

introducing Qiushui Square, you can delete some gorgeous words and allusions used in scenery description, because for foreign audiences, they are not familiar with Chinese culture, and too complicated description will make them confused [19]. When we introduce the three rivers and five lakes in Nanchang, we should add the specific names of the three rivers and five lakes. When translating the land of fish and rice, foreign audiences are not familiar with rice because of different dietary cultures. Therefore, they need to stand in their perspective and replace it with their basic food milk and honey. The land of fish and rice can be transformed into a rich land flowing with milk and honey.

3.2. Network Survey Method

The topic detection and tracking of online public opinion, analysis of the majority of internet users on the translation of Nanchang city publicity. The clustering algorithm is applied to the topic detection and tracking technology, the topic detection model is constructed, and the reports about Nanchang foreign publicity are represented by vector space model [20]. The weight calculation of related word frequency in the report is shown in Formula 1:

$$q_{ij}(X) = \frac{x f_{ij} \times \log\left(\frac{M}{m_i} + 0.01\right)}{\sum_{k=1}^n \left[x f_{ij} \times \log\left(\frac{M}{m_i} + 0.01\right) \right]^2} \quad (1)$$

Multiple reports can form a topic, and the weight of the word frequency in the topic is calculated as shown in Formula 2:

$$q_j(x, X) = \frac{\sum_{d_i \in SX} q_{ij}}{story\ Num(x, X)} \quad (2)$$

The missing detection rate and false detection rate of a single topic are shown in Formula 3 and Formula 4:

$$L_i = \frac{b}{a+b} \quad (3)$$

$$K_i = \frac{c}{c+d} \quad (4)$$

Then the average miss detection rate and false detection rate of N topics are shown in Formula 5 and Formula 6:

$$\bar{L} = \frac{\sum_i L_i}{n} \quad (5)$$

$$\bar{K} = \frac{\sum_i K_i}{n} \quad (6)$$

4. Discussion on Cross Cultural Text Reconstruction in City Publicity Translation

4.1. Attitude of Netizens Towards City Publicity

First of all, 1000 netizens' attitudes towards the translation of city publicity are analyzed by using

the online questionnaire survey. The main content of the survey includes netizens' understanding of the necessity and main purpose of city publicity. The necessity level of city publicity is divided into 1-5 levels. The higher the level, the higher the necessity. In the statistical results, Internet users are divided according to their age. The statistical results are as follows

Table 1. Survey results on the necessity of city publicity

Age	1	2	3	4	5
<18	10	15	31	39	84
18-25	11	29	49	62	107
26-40	9	24	42	51	98
41-55	13	22	28	39	89
>56	19	21	28	43	37
Total	62	111	178	234	415

As shown in Table 1, 6.2% of the netizens think it is unnecessary for the city to publicize, 41.5% think it is very necessary, and 23.4% think it is necessary.

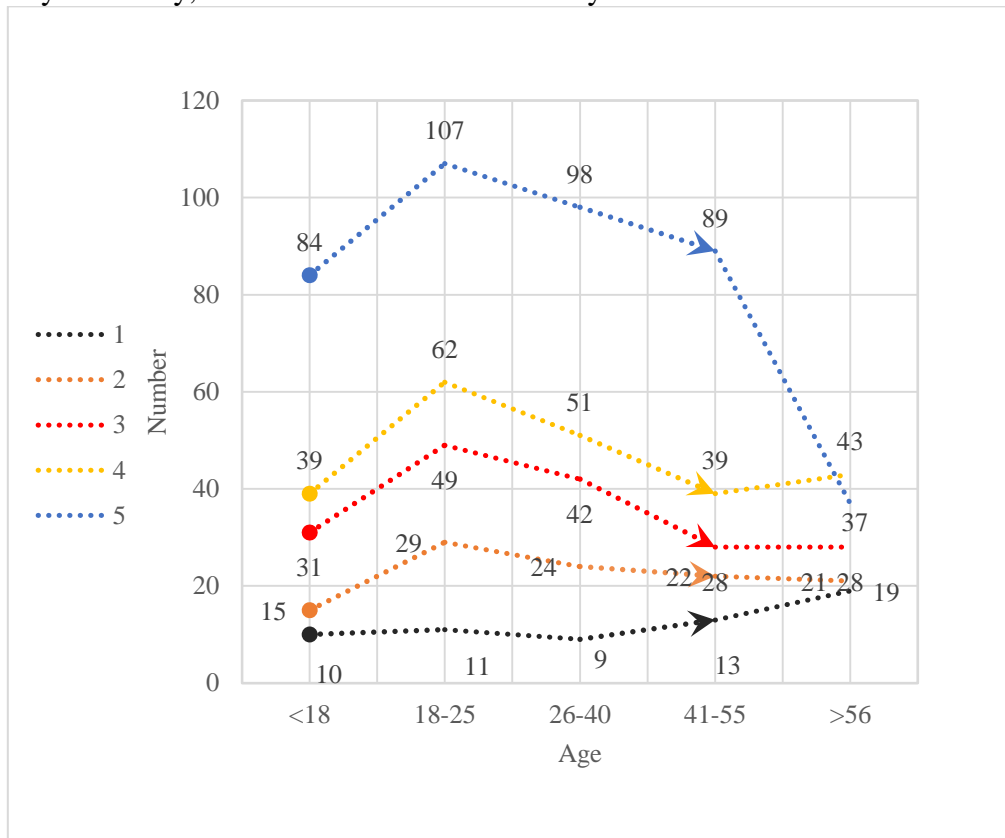


Figure 2. Necessity of city publicity

As shown in Figure 2, in the four age groups of less than or equal to 55 years old, most netizens think that urban publicity is very necessary. Among netizens over 56 years old, more people think that urban publicity is necessary, but not very necessary. This shows that the younger generation is more aware of the necessity and importance of city publicity.

Then it analyzes the netizens' understanding of the main purpose of city publicity. The purpose can be divided into four levels: Publicizing city culture, attracting tourists, promoting communication and promoting development.

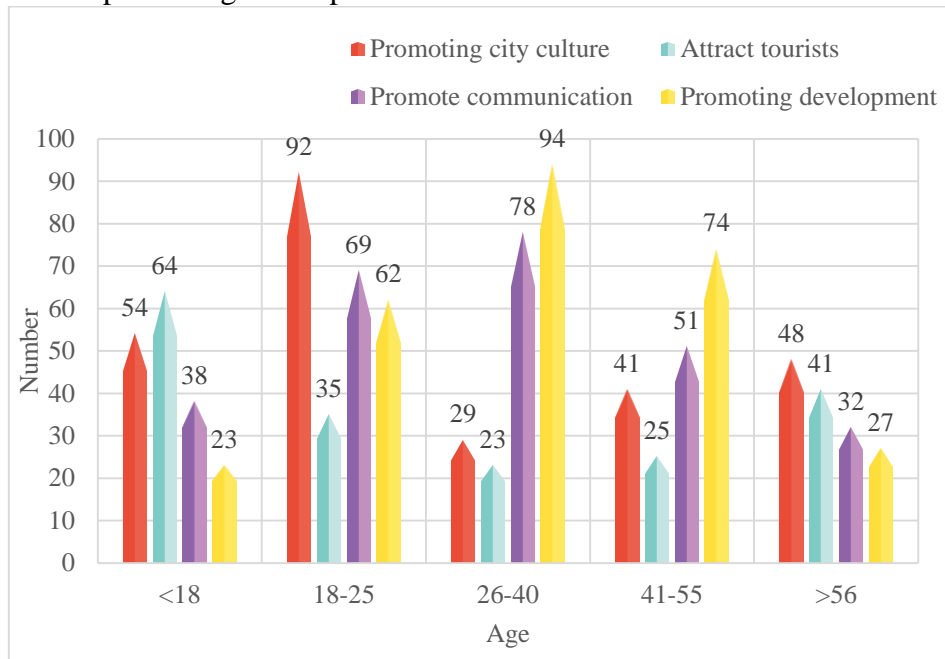


Figure 3. Main purposes of city publicity

As shown in Figure 3, 28% of netizens think that the main purpose of city publicity is to promote urban development; 26.8% think it is to promote economic and cultural exchanges; 26.4% think it is to promote urban culture, and 18.8% think it is to attract overseas tourists. This shows that most of the netizens can realize the purpose and role of city publicity.

4.2. City Publicity Effect Based on Text Reconstruction

According to the method of text reconstruction, the translated Nanchang city publicity related videos were published. 500 foreign audiences who watched the videos were randomly surveyed and asked about their understanding of the video content. They can be divided into four levels: ABCD, which means that they fully understand, understand most of the content, understand a small part of the content, and do not understand.

Table 2. Survey results of foreign audiences' understanding

Age	A	B	C	D
<18	19	31	29	11
18-25	35	45	27	8
26-40	39	39	21	10
41-55	21	35	28	11
>56	17	24	35	15
Total	131	174	140	55

As shown in Table 2, after watching the city publicity video of Nanchang, 26.2% of foreign

audiences said that they fully understood the content of the video and remembered the city of Nanchang. 34.8% of foreign audiences said they understood most of the content of the video, but there are still some questions; 28% of foreign audiences said they understood a small part of the content, and 11% of foreign audiences said they did not understand the content of the video. This shows that the publicity video can be understood by most foreign audiences and can play a good role in publicity.

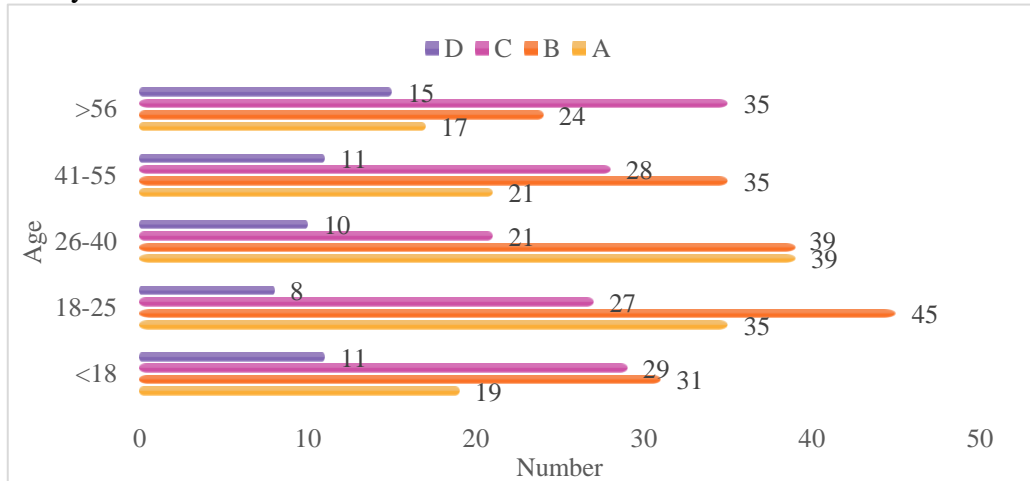


Figure 4. Understanding of foreign audiences

As shown in Figure 4, the number of foreign audiences who can fully understand the video content is the largest in the age range of 26 to 40, which is consistent with the number of people who can understand most of the content, 39. The other age groups were 19, 35, 21 and 17 respectively.

Then we compare the popularity of Nanchang related topics on a foreign website three days before and after the video release, mainly comparing the amount of search, reading and discussion.

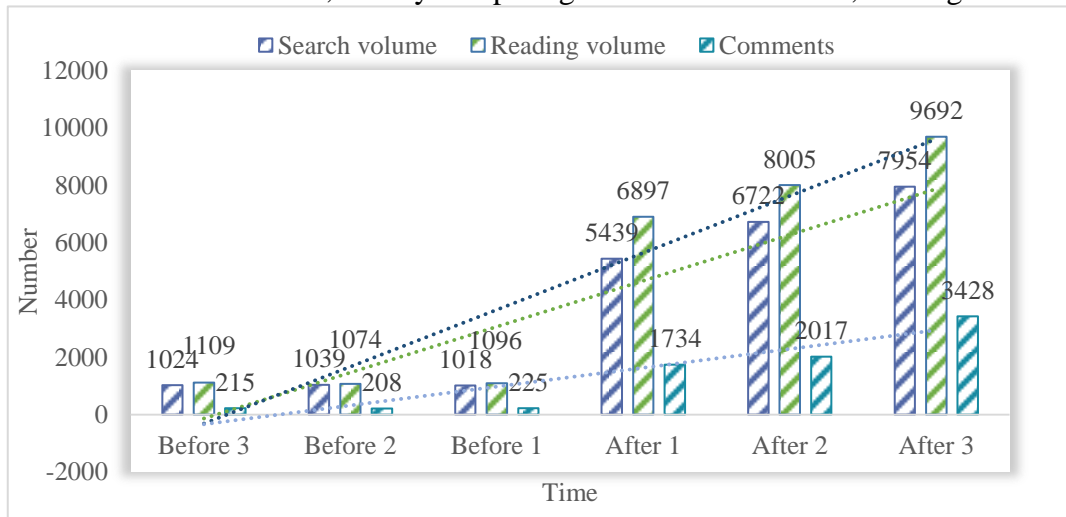


Figure 5. Topic heat contrast

As shown in Figure 5, in the first three days of video release, the average daily search volume, reading volume and discussion volume of topics related to Nanchang were 1027, 1093 and 216 times, respectively. In the three days after the release of the video, the average daily search volume, reading volume and discussion volume of topics related to Nanchang were 6705, 8198 and 2393

respectively. This shows that after the release of the publicity video, Nanchang's topic popularity on the Internet has been greatly improved.

5. Conclusion

The main purpose of city publicity is to show and publicize the city, so as to improve the cultural soft power of the city and promote the economic and cultural exchange and development of the city. The content of city publicity translation includes social and cultural aspects, so there are some differences between its translation and general text translation. In the process of translation, we need to pay attention to the communication effect, pay attention to the internal and external differences of the audience, and grasp the cultural differences and the thinking characteristics of the audience. Therefore, based on the text reconstruction method of micro learning experience, this paper reconstructs the city publicity text, and proposes that in the process of translation, we can use the methods of adding or deleting words, transforming sentence patterns in the original text, and exchanging angles, so as to ensure that the translation results can not only express the original meaning, but also be more conducive to understanding. Then the topic detection and tracking technology is used to obtain the heat data of related topics, and the analysis proves that the method proposed in this paper can effectively improve the quality of city publicity translation, better display the city image to foreign audiences, and spread the city culture.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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