

Thoughts on the Translation of Salt Culture from the Perspective of International Communication

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Abstract: The research ideas of salt culture translation from the perspective of international communication mainly include: (1) Promoting the spread of salt culture by using corpus as a tool and translating it into foreign languages. (2) Tell the story of salt culture "focusing on the study of international communication of salt culture" (3) "salt culture as a breakthrough" crosses the cultural gap between China and foreign countries. Generally speaking, attaching importance to the translation of salt culture is of great significance to the acceptance and dissemination of salt culture. The study of salt culture translation is helpful to the international spread of salt culture.

1. Introduction

China should be more proactive in spreading Chinese culture. As a part of Chinese culture, salt culture encompasses many aspects, and the translation and dissemination of salt culture to foreign countries is also an important issue in the international dissemination of Chinese culture. The research object of salt culture is all cultures related to salt, including salt products, salt production history, salt production, salt trade, salt culture psychology, and salt culture dissemination. Due to cultural differences between the East and the West, the dissemination of a large number of elements in salt culture is hindered, and the translation of salt culture between the East and the West reflects their different purposes and needs. Taking Salt Dishes, the representative of salt products (salt derivatives), as an example, in addition to finding the corresponding vocabulary, cultural background, and naming techniques that integrate realism and romanticism in English, Chinese cuisine names should also include plot compositions such as birthplace or historical allusions to reflect the content and characteristics of the dishes, which undoubtedly poses a great challenge to the spread of salt culture. From the perspective of international communication, the study of salt culture translation is to spread Chinese thought from a translation perspective, studying how to strive to maintain and promote Chinese language style and cultural connotations, tell good stories of salt culture, and spread salt culture well during the translation process. The project has been carried out for many years and has achieved some preliminary research results.

2. Literature Analysis

Through CiteSpace visualization analysis of 135 CNKI papers on CNKI, which included keywords such as "salt culture", "foreign translation", and "cultural dissemination", a total of 14 categories of research were summarized. Among them, there were many studies on "regional culture", "communication strategies", "cultural symbols", and "communication strategies". It is very urgent to explore salt culture from the perspective of foreign translation.

3. Thoughts on the Translation of Salt Culture

According to the theory of communication adaptation, in the process of personal communication with others, the speaker carries their own motivation and purpose, and then adopts different language strategies. These language strategies mainly include assimilation and alienation, in order to express their approval or demonstrate their language personality. By applying this communication theory for analogy, it can be concluded that the study of salt culture translation is a study of communication forms that mutually identify Chinese culture and foreign culture at the linguistic level of vocabulary, syntax, discourse, and style.

According to modern translation theory, the main function of cultural translation is to convey information. From the perspective of international communication, the study of salt culture translation based on corpus is to enable foreigners to understand and understand, and further understand the deep connotations of Chinese culture and salt culture. The main purpose of cultural translation should first be to help foreigners understand language materials, and secondly to promote national culture.

From the perspective of international communication, research on the translation of salt culture requires a clear and accurate reflection of the main style of salt culture, while also reflecting the breadth and depth of salt culture. At the same time, attention should be paid to the strategy of actively integrating "cultural alienation and assimilation" to make salt culture easier to understand and pay attention to in the process of international communication of Chinese culture.

As a subculture with profound cultural heritage, it is the time for Chinese salt culture to enter the world. However, the task of "going global" in the dissemination of salt culture is still challenging, and the study of salt culture translation using corpus analysis is not yet satisfactory. The dissemination of salt culture is a process of flowing water and moistening things silently. The study of salt culture translation should fully consider the acceptance and thinking habits of the target audience, and consider whether cultural translation can be accurately understood by foreigners without any differences.

Corpus based research on salt culture translation from the perspective of international communication can further promote salt culture, make the world better understand China, and strengthen China's leading role in international discourse power. Corpus is a collection of large amounts of text or language materials, typically originating from a specific field, language, or culture, that have been filtered, organized, and annotated. Corpus plays a very important role in language research. By using corpus software such as AntConc or online corpus analysis tools to analyze a large amount of authentic and reliable language data, researchers can reveal the laws, characteristics, and changes of language. It usually contains a large amount of textual data to better reflect the laws and characteristics of language. In order to better represent a specific field or language, a corpus needs to contain various types and styles of text. Based on a large amount of text data, researchers can explore frequently occurring language patterns such as lexical collocations, phrase structures, sentence structures, and their usage patterns in different contexts. In addition, corpus also plays an important role in the field of translation, as they can help translators improve translation quality, improve efficiency, and achieve cultural adaptation. The main aspects that

corpus can support in the future research on salt culture are as follows (Table 1):

Cultural research: Text in a corpus usually contains rich cultural information. Researchers can understand the characteristics, values, and behavioral norms of the target culture through corpus analysis.

Cross cultural communication: In the process of cross-cultural communication, corpora can help researchers discover similarities and differences between different languages and cultures, thereby improving the effectiveness of cross-cultural communication.

Cultural adaptation: Translators can use corpora to understand the characteristics of the target culture, in order to achieve cultural adaptation and avoid cultural misunderstandings during the translation and dissemination process.

Cultural communication strategy: Based on corpus analysis, communicators can understand the interests and needs of the target audience, thus developing more effective cultural communication strategies.

Cultural industry development: Through corpus analysis, researchers can understand the development trends and consumer demands of the target market, providing reference for the development of the cultural industry.

Table 1: Future Research on Salt Culture

Research Topics	Key Words
Cultural research	Culture information, characteristics, values, behavioral norms
Cross cultural communication	Similarities, differences, effectiveness, cross-cultural communication
Cultural adaptation	Cultural adaptation, cultural misunderstandings
Cultural communication strategy	Interests, needs, effective, strategies
Cultural industry development	Development trends, consumer demands, reference, cultural industry

4. Conclusion

In the current situation, the dissemination of Chinese salt culture worldwide still has a long way to go. Spreading Chinese salt culture not only contributes to the improvement of China's cultural soft power, but also helps to internationalize China's salt related products, crafts, and tourism resources. The resources and technologies related to corpora provide important technical and content references for the international dissemination of salt culture translation. Based on text translation and taking into account the cultural characteristics of English speaking countries, combined with relevant translation theories and international communication strategies, English speaking countries can better accept and understand salt culture, thereby enabling Chinese salt culture and salt products to go global, enhancing their role in Chinese culture going global and promoting the value of related industries.

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If any, should be placed before the references section without numbering.

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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