An Analysis of Comments Promoting Cultural Transmission in the Streaming Media Era Through Translation

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Abstract: In the past several years, streaming media has developed rapidly, which also provides a huge stage for cultural transmission. People can learn more about different cultures and enjoy different beautiful scenery by using mobile phones. However, cultural communication is not as easy as expected. The cultural disparities and cultural diversities make it difficult for people with different cultural backgrounds to understand different cultures, and sometimes it even leads to cultural conflict. Translation has always been regarded as a marginal subject. However, in cross-cultural communication, translation is an essential tool, and the importance of translators is far from that of artificial intelligence. The communication between different cultures requires interpreters to exert their subjective initiative. In today's cultural integration, it is essential to promote cultural communication. On the base of some cross-cultural phenomena, this paper focuses on three aspects to find the better method which can promote cultural communication, promoting a better development for culture.

Keywords: cultural transmission, translation, streaming media

1.   Introduction

With the tide of streaming media, cultural transmission has become more and more common. People can learn about different cultures through different streaming platforms. However, cultural disparity brings some obstacles on the road to cultural transmission.

With the rise of its economic and political status, China now presses to expand its cultural influence. With its brilliant and gorgeous traditional and modern culture, though, the process of culture transmission is slow and ineffective. Moreover, the translation and dissemination of Chinese culture entered a new phase with the advent of new media and big data. At the same time, with the advent of the new media era, the public's aesthetic style and reading habits have undergone great changes [1].

In this aspect, the success of Korean culture is a case deserving to be seen as a reference. Also, translation is a crucial tool in cross-culture communication. It is also essential for a translator to have a good grip on different cultures. Especially for those traditional cultures, translators should reproduce all the beauty of meaning, image, and form, which Xu Yuanchong, a famous translator, puts forward. As individuals, translators have the subjective initiative shared by all people. They can form opinions and insights based on their learning, work, and life experiences and possess subjectivity [2]. Therefore, during translation, the translator should exercise subjectivity. According to what they have grasped,

the translator should make some changes in the translation text so that the target audience can understand the cultural meaning of the source text smoothly. To make Chinese culture more famous and popular, translators should pay more attention to those cultures that have remarkable and fascinating content.

The popularity of worldwide streaming media makes it more convenient for people to learn about various cultures, especially after the appearance and application of big data. The widespread use of those platforms, for example, tiktok, turns the media form from static to dynamic. Compared with traditional media forms, streaming media shows richer and more colorful content, which gives the audience a sense of reality.

Since the need to disseminate Chinese excellent culture, it is necessary to make full use of translation and streaming media to accelerate the pace of transmitting Chinese culture. This paper mainly focuses on how to use translation and streaming media to make culture transmission. The author studies some cases during the process of cross-culture communication from three fields-the situation of Chinese culture, translation, and those opportunities and challenges in the streaming era. The author will analyze some cultural conflicts and cultural recognition phenomena in cultural communication so that there will be some suggestions to promote Chinese culture's recognition and popularity.

2.   The Situation of Chinese Culture

Culture provides unique and irreplaceable spiritual support for humans. With almost five thousand years of history, China has a brilliant and profound excellent culture. China is one of the four ancient civilizations, and China is the only country that has a continual and permanent culture. The fifty-six nations contribute their charming and priceless cultures to the inclusive Chinese culture. Those various and colorful cultures make up the relentless and uncompromising nation's spirit and values. In today's world, streaming media gives all human beings a chance to know every culture. Nevertheless, the process of external communication does not proceed very smoothly. Chinese culture can be seen as two parts: traditional culture and modern culture.

Most of Chinese traditional culture is rich in content and has distinctive Eastern characteristics. In ancient China, the audience of culture was mainly those people from the elite class. Also, the creators of culture are those who have been educated. Therefore, one of the most significant features of the traditional Chinese culture is the elite. Elite culture makes the traditional culture difficult to be understood by the ordinary people. For example, the Chinese opera culture does not have many audiences in today's society. For the young generation, traditional opera cannot attract them to like and study it. This type of culture easily gives a sense of strangeness to young people, not to mention foreign audiences.

As to the modern culture, it is easy to spread and quickly become popular among the public, but it is too internationalized and lacks much spiritual connotation. It is common to see the popularity of some new trends in tiktok, like some short videos about the buzzword. Usually, the creators of these popular catchphrases are Chinese celebrities or internet celebrities. It is also familiar for audiences to hear some news of some celebrities being arrested. Similarly, these popular trends will quickly disappear with the disappearance of those caught. For the quality of Chinese cultural communication, the communication mode of Internet celebrities is often more uncertain, and they have no initiative in guiding public opinion [3].

Therefore, one prominent characteristic of modern culture is the lack of connotation and insufficient uniqueness. In this era full of rapid development and abundant novelty, it is difficult for a culture to be loved by the public for a long time, not to mention a culture without substance.

In comparison, the success of Korean culture in the era of streaming media is worth learning. "In the 2019 annual Twitter topic rankings, the BTS account has been the global champion for three

consecutive years, with over 22.98 million people following BTS's official Twitter account. In June 2019, a short film released by BTS member Jeon Jungkook became the most retweeted tweet on Twitter. That same year, BTS was selected by Time magazine as one of the 100 most influential people globally and one of the 25 most influential people on the internet for three consecutive years. They have won a total of 112 global awards" [4]. Since the late 20th century, with the introduction of South Korea's "cultural nation" policy, the popularity of Hallyu culture has been continuously increasing overseas, and its audience has also become increasingly diverse. Among the Korean dramas, Korean food culture, and many other types of Korean culture, the K-pop group, which is also can be said to be an idol group, is the most successful representative of Korean culture, and BTS is even referred to as "the Beatles of the 21st century" by the BBC. According to 2022 Duolingo Language Report: Global Overview, Korean was one of the fastest-growing languages in many countries worldwide, and the number of people learning Korean ranked seventh. The main reason for learning Korean is the influence of Korean culture. One reason that Korean culture could be such a success is that they developed their culture with the change of times. The form of today's Korean culture is adapting to the characteristics of the streaming media era. The idol group is the most famous K-pop form. Their performances are shown in the form of both singing and dancing, which can show its charm to the maximum in the age of streaming media and is easy to learn. The content of that performance can not only attract the interests of the public but also change with the development of the times. Moreover, it can drive the continuous development and progress of some industries. In Korean, almost everyone can sing with dancing.

To solve the dilemma of Chinese culture "going out", the Chinese people can create a widespread culture with Chinese characteristics that are deeply loved by the people. This summer, the popularity of The Wandering Earth is an example deserving to be learned. Meanwhile, it is necessary to vigorously develop the refined traditional culture loved by many people and, at the same time, to innovate the traditional culture with a small audience but exquisite content. In traditional Chinese culture, many people are interested in traditional clothes and food. Han-style clothing has drawn much attention around the world in recent years. Therefore, both traditional and modern cultures need to be innovated.

3. Translation

Translation has always been regarded as a marginal subject since its birth. With the arrival of the translation tool, it is more and more reasonable for many people that translation can be finished entirely by translation tools, and translators can be replaced by artificial intelligence. Therefore, in cross-culture activities, someone chooses to use a translation tool to translate some literary works, such as TV plays, books, and so on. In the long term, more and more phenomena of cultural discount occur.

Translation is an essential means to promote cultural transmission. It is well known that translation is a complex activity, which contains three important elements - the original works, translators, and translation works. During the process, how to handle the unique cultural characteristics of the literary work becomes particularly important, and that is also the part that artificial intelligence cannot work out. According to Norman Shapiro that creating a transparent translation that is as close as possible to the source text in the target language should be the aim of translation. A good translator should be invisible while translating. The translation work should make the reader feel no trace of translation, that is, to "do as the Romans do". However, under this standard, culture discounting will become more common.

Chinese is seen as one of the most challenging languages to learn in the world. Due to the continuous development of Chinese culture for thousands of years, Chinese has become diversified in expression forms and rich in connotation. For translators, how to translate the cultural connotations

in Chinese is often a big challenge. Because of the differences in pronunciation rules and language phonetic expression forms, coupled with cultural differences, it is difficult for overseas audiences to understand the meaning of the translation work.

Take the *Empresses in the Palace* as an example. The empresses in the palace, which once dominated the TV ratings, had received little response overseas. In the U.S. market, the rating is only 2.5 stars (out of 5 stars), and the recognition is not very high [5]. One of the reasons is that many of the ancient lines with Chinese characteristics and old official positions in the drama are not translated correctly. The translation of ancient poetry often makes people feel that something is missing. For example, one of the most classic sentences in the drama is "嬛嬛一袅楚宫腰". This sentence connects the whole drama. In the overseas edition, the poem was translated as "The slim waist of the concubines of the Chu palace.". This sentence describes the origin of the name of the protagonist. The translation edition chose to use literal translation and translated it as a slender waist of a woman, which cannot show the romantic meaning of the original sentence. China is a country of ritual, especially in the ancient imperial palace. In the emperor's harem, the concubines were superior and inferior, and the hierarchy was strict. It is difficult for a translator to translate such culture vividly in both meaning and artistry. In translated edition, how to translate concubine's title is also a big problem. In the drama, "常在" was translated as "first attendant," and "贵妃" was translated as "noble consort". Such a form of translation cannot present the hierarchy vividly.

Therefore, choosing proper method to translate literary work is essential. In cross-culture activities, the translator should be proficient in both language knowledge and cultural development history in two cultures. Innovation consciousness is necessary in the translation process. Translators should make full use of their cultural knowledge of the source language and the target language to choose the translation content, and the translation should not only maintain the cultural characteristics of the source language but also conform to the cultural customs of the target language to the greatest extent. As to the translation strategy, the translator should decide the concrete measures according to the actual content. Multimodal translation should be the guide strategy in translating modern culture, like Bing Dwen Dwen. For the specific food, transcreation could be the first choice. Milk tea culture is a new trend in China, and many foreign young people also like it. Recently, a new milk tea, CHAGEE became popular, and the names of their milk are full of Chinese characteristics, like "伯牙绝弦", which refers to the friendship between Yu Boya and Zhong Ziqi. The name could be translated in a way of creation. For those traditional cultures with prominent Chinese characteristics, the translators should pay attention to the Images and allusions.

The beauty in sense, sound, and form has guided the translation practice of promoting Chinese culture to go global. To make the logic of translation ideal, when translating English into Chinese, the translator will reorganize the formal structure of the original text in conformity with the Chinese expression habit to avoid blunt "translation" [6].

4.   The Opportunities in the Streaming Media

In the contemporary era, China is in a rapid developmental stage of information. In particular, the development of communication technology also results in radical reform to modern transmission mode. Firstly, media are diversified. Based on traditional media, some new media appear one after another. Some new media radically changed information communication modes, including satellite communication and internet technology [7]. From the perspective of global cultural dissemination, developed countries still occupy a dominant position with powerful cultural impact [8].

The hot trend of some streaming media applications, like Kuai Shou, innovates the communication form. With the convenience of video production and the reduced cost, everyone can record daily life through video, which has also greatly increased the number and activity of streaming users. Streaming

media breaks the limits of time and space and promotes the rapid spread of culture and knowledge. Meanwhile, combined with big data and computer algorithms, these platforms can also quickly find the points of users' interest. For some worldwide applications, like tiktok, can break down geopolitical barriers and offer a more comprehensive cultural world.

A video titled "Tang Palace Banquet" topped the list of popular searches on Weibo on February 14, 2021. It immediately traveled across media on social platforms like Bili Bili station and Douyin, sparking intense debate among the general population [9]. For the video boom, the public was relishing, once again setting off a boom of love for traditional culture. In this regard, the chief director of the Tang Palace Banquet said in an interview that integrating new means, new technology, and brilliant history and culture can create a popular culture. The so-called new standards refer to video, using video to revive traditional culture [9]. Similarly, one of the reasons for the popularity of Zibo Barbecue in the first half of the year is also due to the opportunity in the streaming era. From the "copy + live broadcast" publicity method to a variety of food pictures and hot topics, the topic of Zibo is soaring. The local government has seized the opportunity to release a series of improvements and preferential measures on major platforms and official blogs so that tourists can keep abreast of them. The major media waited for the opportunity and arrived in Zibo overnight for on-the-spot interviews. Due to the power of the Internet and the enthusiasm of the masses, Zibo can be said to be the first hot trend in the first half of the year. In the era of social video processing and video socialization, with the help of video and its communication platform, excellent culture can be widely and effectively spread more flexibly and diversely [10].

5. Conclusion

Through the analysis of culture, translation, and streaming media, combined with specific cases, this paper mainly focuses on how to use streaming media and translation to promote cultural communication. Given the development status of traditional culture and modern popular culture, it is imperative to create a widespread culture with meaningful Chinese characteristics. In Translation, countries should cultivate translation talents. In the process of translation, the translator should master different cultures and should analyze other conditions according to the concentrate cases. Under the aim of cultural transmission, the translator should choose the most suitable translation strategies. The arrival of the streaming media has provided an unprecedented global platform for cultural development and created a timely and geographical opportunity for cultural communication. Therefore, it is necessary to seize the opportunity of the time, with the power of streaming media and translation, to create an excellent culture that meets the public's preferences and promotes cultural communication.

Since this paper does not fully consider all the common factors related to the three modules mentioned in this article, some of the suggestions made in this paper may only be applicable in some specific situations. In the future, the classification can be broken down to better consider common factors.

Acknowledgements

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