

# Translation and Communication Strategies of TCM Culture in the Context of Globalization

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## ABSTRACT

With the deepening of globalization, cultural exchange and integration have become an important trend of world development. Under this background, the study of Chinese-Western translation is particularly important, which not only helps to promote mutual understanding between different cultures, but also provides the possibility for the spread of various cultural elements. Especially the traditional Chinese medicine culture, as the treasure of China traditional culture, its dissemination and promotion is of great significance for promoting Chinese culture and enhancing China's soft power. This paper aims to explore the application and value of Chinese and western translation studies in the cultural communication of traditional Chinese medicine.

**Keywords:** Chinese and Western translation, Culture spread, Chinese medicine.

## 1. INTRODUCTION

As a TCM translator, it is high time for us adhere to the purpose of inheriting Chinese medicine culture, learn English well, tell Chinese medicine stories well in English, and build a world bridge connecting Chinese and Western translation and the dissemination of Chinese medicine culture.

## 2. THE IMPORTANCE OF CHINESE AND WESTERN TRANSLATION STUDIES

The importance of Chinese-Western translation is reflected in many aspects. It is not only a language conversion, but also a cultural exchange, inheritance and innovation. The following are the main aspects of the importance of translation between China and the West:

- To promote cultural exchange and understand: Chinese and Western translation is a bridge between different cultures. Through translation, western culture and ideas can be introduced into China, and at the same time, China's culture and ideas can be spread to the west. This kind of cross-cultural communication helps to enhance mutual understanding and friendship

between people of all countries and reduce cultural barriers and misunderstandings.

- To promote the process of globalization: Under the background of globalization, Chinese-Western translation is of great significance to promoting economic, political and cultural exchanges between different countries and regions. Translation can help people understand and adapt to the society, history and customs in different cultural backgrounds, thus promoting the process of globalization.
- To protect and inherit cultural heritage: Through translation, global people can better understand and inherit the cultural heritage of other countries and nations. Some important literary works, historical documents and philosophical thoughts can only be understood and appreciated by more people through translation, thus enriching human civilization.
- To promote cultural innovation and development strategies: Translation can provide information, resources and technical support for cultural innovation. Through translation, elements between different cultures can be integrated with each other, and new innovative thinking can be stimulated. This kind of cross-cultural communication and innovation is helpful to

promote the development and progress of culture.

- To help international exchanges and cooperation: Translation plays a vital role in international exchanges and cooperation. Whether it is business cooperation, academic exchange or political negotiation, translation is needed to eliminate language barriers and ensure the accurate transmission of information. This is of great significance for strengthening international cooperation and promoting common development. Bridge of cultural exchange: As a bridge of cultural exchange, Chinese and Western translation studies can accurately convey the essence of Chinese medicine culture to the western world and enhance the knowledge and understanding of Chinese medicine culture in western society. Overcoming language barriers: Through the study of translation between China and the West, language barriers can be effectively overcome, and core information such as TCM theory, diagnostic methods and treatment methods can cross national boundaries and spread to all parts of the world. Enhancement of cultural identity: The study of translation between China and the West is helpful to enhance the international identity of Chinese medicine culture and lay the foundation for the development of Chinese medicine in the international medical field. Therefore, to sum up, Chinese-Western translation plays an irreplaceable role in promoting cultural exchange and understanding, promoting the process of globalization, protecting and inheriting cultural heritage, promoting cultural innovation and development, and helping international exchanges and cooperation. In today's increasingly globalized world, the importance of Chinese-Western translation has become increasingly prominent.

First, the specific influence of Chinese and Western translation in cultural exchange is reflected in the following aspects:

- Expanding the cultural cognition: Through translation between China and the West, works, ideas and concepts between different cultures can be transmitted, so that readers can be exposed to a broader cultural vision. This kind of translation activity not only enhances people's understanding of other cultures, but also urges people to reflect on their own culture, thus expanding their personal cultural cognition.
- Enhancing cultural identity: In the process of translation, the translator needs to deeply

interpret and understand the original text to ensure that the meaning of the original text is accurately conveyed. This process of reading and understanding helps to enhance the translator's recognition of the original culture. At the same time, readers can feel the charm of different cultures when reading translated works, thus enhancing their recognition of multiculturalism.

- Integrating culture and innovating culture: Chinese and Western translation has promoted the blending of different cultures. In the process of translation, translators need to compare and integrate two languages and cultures in order to find the best expression. This blending not only enriches the connotation of translated works, but also promotes cultural innovation. For example, on the basis of retaining the cultural features of the original text, some translated works incorporate the cultural elements of the target language, forming unique cross-cultural works.
- Reducing the cultural misunderstanding: Through translation between China and the West, people can understand and express ideas and concepts between different cultures more accurately, thus reducing cultural misunderstanding. Translators need to fully consider cultural differences in the process of translation and choose appropriate words and expressions to ensure the accurate transmission of information. This kind of effort is helpful to reduce cultural misunderstanding and promote harmonious coexistence between different cultures.
- Promoting the international exchanging and cooperating: Chinese-Western translation plays a key role in international exchange and cooperation. Through translation, people from different countries can better understand and respect each other, thus promoting the smooth progress of international cooperation. For example, in business cooperation, translation can help both parties accurately understand contract terms and business habits; In academic communication, translation can promote the cross-cultural communication and sharing of academic achievements.

Therefore, the specific influence of Chinese and western translation in cultural communication is embodied in expanding cultural cognition, enhancing cultural identity, promoting cultural integration and innovation, reducing cultural misunderstandings and promoting international exchanges and cooperation. These influences have jointly promoted the exchange

and understanding between different cultures and promoted the development and progress of culture.

Second, the promotion of Chinese-Western translation to cultural development in cultural exchanges is reflected in many aspects:

- **Intercommunicating and popularizing the culture:** Translation enables works, ideas and concepts of different cultures to cross language barriers and spread to a wider audience. This not only helps to promote and popularize various cultures, but also gives people the opportunity to contact and understand different cultural elements, thus broadening cultural horizons.
- **Exchanging and integrating:** Translation, as a medium, promotes the exchange and integration between different cultures. Through translation, people from different cultures can learn from each other and learn from each other, so as to achieve cultural integration and complementarity. This kind of cultural exchange not only helps to enhance mutual understanding, but also promotes cultural innovation and development.
- **Cultural inheritance and protection:** Translation plays an important role in protecting and inheriting cultural heritage. Through translation, some endangered languages and cultures can be preserved and spread, thus avoiding the loss of cultural diversity. This is of great significance for maintaining the diversity and integrity of human culture.
- **Cultural reflection and innovation:** in the process of translation, translators need to deeply interpret and understand the original text, which not only helps to dig out the cultural connotation of the original text, but also urges people to reflect on their own culture, thus promoting cultural innovation and development. At the same time, translation also provides resources and inspiration for cultural innovation and promotes the continuous progress and development of culture.
- **Cultural internationalization and globalization:** With the deepening of globalization, Chinese-Western translation is playing an increasingly important role in promoting cultural internationalization and globalization. Translation enables different cultures to cross national boundaries and realize global communication and sharing. This has not only promoted the diversified development of culture, but also contributed

to the prosperity and progress of global culture.

To sum up, Chinese-Western translation has promoted the development of culture through cultural dissemination and popularization, communication and integration, inheritance and protection, reflection and innovation, and internationalization and globalization. This promotion is not only reflected in the inheritance and protection of culture, but also in the innovation and development of culture, which has made important contributions to the prosperity and progress of human culture.

It is high time for people to think about this question. How does translation play an important role in cultural innovation and development? We discuss it from the following aspects:

- **Introducing foreign elements:** Translation can introduce new ideas, concepts and works in different cultures and provide rich foreign elements for cultural innovation. These elements can stimulate the innovative thinking of local culture and make people think from different angles, thus bringing new cultural expression and development.
- **Promoting cultural blending:** Cultural blending in the process of translation enables elements of different cultures to be mixed and integrated to form unique cross-cultural works. This cultural blending not only enriches the cultural diversity, but also provides new ideas and inspiration for cultural innovation. By skillfully combining and recreating elements of different cultures, new works with unique charm can be produced.
- **Promoting cross-cultural dialogue:** Translation helps to promote cross-cultural dialogue and exchange, so that different cultures can learn from each other and learn from each other. This kind of dialogue and exchange can promote mutual understanding and respect of cultures and provide a broad space for cultural innovation. In cross-cultural dialogue, people can find the similarities and differences between different cultures, and then dig out more innovation possibilities.
- **Widening cultural horizons:** Translation can expose people to a broader cultural horizon, thus expanding personal cultural cognition. This kind of expansion helps to break cultural barriers and prejudices, and enables people to face different cultures with a more open mind. In the process of expanding cultural horizons, people can discover new

cultural elements and expressions, and provide more resources and inspiration for cultural innovation.

- Enhancing cultural competitiveness: As an important means of cultural communication, translation helps to enhance the international competitiveness of culture. Through translation, local culture can be pushed to the international stage for more people to understand and appreciate. The international spread of this culture can not only enhance the popularity and influence of local culture, but also attract the attention and exchange of foreign cultures and further promote cultural innovation and development.

Therefore, the world friends can clearly see that translation promotes cultural innovation and development by introducing foreign elements, promoting cultural blending, promoting cross-cultural dialogue, expanding cultural horizons and enhancing cultural competitiveness. This kind of promotion not only helps to enrich the cultural diversity, but also injects new vitality into the continuous progress and prosperity of culture, which is a positive, positive and healthy development.

Third, it is the prospects of Chinese and Western translation studies:

The prospect of Chinese and Western translation studies can be said to be a field full of opportunities and challenges. With the deepening of globalization and the continuous strengthening of cultural exchanges, translation plays an increasingly important role in promoting understanding, communication and exchange between different cultures. This provides a vast space and unlimited possibilities for Chinese and western translation studies.

First of all, the prospect of Chinese and Western translation studies lies in its interdisciplinary nature. Translation studies not only involve traditional disciplines such as linguistics, literature and culturology, but also gradually expand into the fields of psychology, sociology and communication. This interdisciplinary research method is conducive to a comprehensive and in-depth understanding of the essence and function of translation, and promotes the innovation and development of translation research.

Secondly, the prospect of Chinese and Western translation studies lies in its exploration and application of new technologies and methods. With the continuous development of artificial intelligence, machine learning and other technologies, the quality and efficiency of translation have been greatly

improved. These new technologies provide new tools and means for translation studies, which enable translation studies to dig deeper into the inherent laws and characteristics of translation.

However, Chinese and Western translation studies are also facing some challenges. On the one hand, translation studies need to constantly update and expand their theoretical systems and research methods to adapt to the ever-changing translation practice and cultural background. On the other hand, translation studies also need to pay attention to the social function and cultural value of translation, and avoid over-technicalization and loss of humanistic care. Therefore, the prospect of translation studies between China and the West is a field full of opportunities and challenges. With the deepening of globalization and the continuous strengthening of cultural exchanges, Chinese and Western translation studies will continue to play an important role in promoting the innovation and development of translation practice and cultural exchanges. At the same time, Chinese and Western translation studies need to constantly update and improve their own theoretical systems and research methods to adapt to the ever-changing background and social needs.

How to improve the depth and breadth of Chinese and Western translation studies?

Improving the depth and breadth of Chinese-Western translation studies is a complex and multifaceted task for the global people, involving theoretical exploration, method innovation, technical application and cross-cultural communication. Here are some possible ways:

- Deepening the theoretical foundation

Students should strengthen the discipline construction of translation studies and promote the innovation and development of translation theory.

To strengthen the study of the essence, function, process and effect of translation, people can establish a more perfect translation theory system.

Students can draw lessons from the theories and methods of other disciplines, such as linguistics, literary theory, cognitive science, etc., to deepen the understanding of translation phenomena.

- Expanding the scope of research:

The study of translation should be expanded from traditional literary translation to non-literary translation, such as business translation, legal translation and medical translation, so as to meet the diversified needs of social development.

Students should pay attention to translation problems under the background of globalization, such as translation strategies in cross-cultural communication, the role and identity of translators, etc.

People should strengthen cross-disciplinary research with other disciplines, such as comparative literature, cross-cultural studies, international relations, etc., in order to broaden the horizons of translation studies.

- Innovating the research methods:

It is high time for people to combine quantitative and qualitative research methods, this paper reveals the essence and laws of translation phenomena through data analysis and case studies.

For contemporary students must use the interdisciplinary research methods, such as computational linguistics and cognitive psychology, this paper explores the cognitive mechanism and psychological process in the translation process.

People should be encouraged to conduct an empirical research, collect first-hand data through field surveys, interviews, questionnaires, etc., and improve the scientificity and credibility of the research.

- Modern technology:

The students can operate computer-aided translation (CAT) tools, machine translation (MT) systems and corpora to improve the efficiency and quality of translation research.

The people explore the application of artificial intelligence and big data in translation research, such as revealing translation rules and trends through big data analysis.

The people should pay attention to the ethical and social impact of translation technology, and ensure that technology serves cultural exchanges and cultural communication.

- Strengthening cross-cultural communication:

The people should increase the knowledge and understand of the cultural differences between China and the West, and improve the translator's cross-cultural awareness and ability.

The people should strengthen international cooperation and exchanges in translation studies and jointly promote the development and innovation of translation studies.

Through translation practice and cultural exchange programs, The global people should promote the mutual learning and integration of Chinese and Western cultures.

- Training professionals:

The people should strengthen translation education and improve the quality of translation talents training.

The people should encourage the cooperation and exchange between translation scholars and translation practitioners, and promote the combination of theory and practice.

The students should establish an incentive mechanism to attract more outstanding talents to engage in translation research.

Through the comprehensive application of the above approaches, the world people can hopefully improve the research depth and breadth of Chinese and Western translation studies, promote the development and innovation of translation studies, and make greater contributions to cultural exchanges and international cooperation.

It is the background and significance of traditional Chinese medicine culture communication.

Traditional Chinese medicine culture is a treasure formed by the Chinese nation in the long-term medical practice. Its concepts of "harmony between man and nature", "holistic view" and "syndrome differentiation and treatment" complement modern medicine and play an irreplaceable role in maintaining human health. However, in modern society, due to the changes in lifestyle and disease spectrum, as well as the lack of inheritance and innovation of traditional Chinese medicine, the cultural communication of traditional Chinese medicine is facing certain challenges. Therefore, it is of great significance to strengthen the spread of Chinese medicine culture and improve the public's awareness and trust in Chinese medicine for promoting the development of Chinese medicine.

### **3. PRESENTING THE SITUATION AND PROBLEMS OF CULTURAL COMMUNICATION OF TRADITIONAL CHINESE MEDICINE**

At present, the main channels for the spread of Chinese medicine culture include school education, media publicity, medical and health institutions, etc. However, there are also some problems in the process

of communication. For example, some people lack scientific knowledge of traditional Chinese medicine and easily confuse it with feudal superstition; The content of traditional Chinese medicine cultural communication is not rich and diverse enough, lacking attraction and appeal; Single mode of communication, lack of innovation and interaction; And the evaluation of communication effect is insufficient, so it is difficult to measure the communication effect.

#### **4. STRATEGIES AND MEASURES FOR CULTURAL COMMUNICATION OF TRADITIONAL CHINESE MEDICINE**

In order to strengthen the spread of traditional Chinese medicine culture, a series of strategies and measures need to be taken. First of all, we should strengthen the education of Chinese medicine culture, bring Chinese medicine culture into the school education system, and cultivate students' Chinese medicine literacy and cultural consciousness. Secondly, it is necessary to expand the communication channels of traditional Chinese medicine culture and use modern communication means such as new media and social media to improve the coverage and influence of communication. At the same time, it is necessary to enrich the content of traditional Chinese medicine culture communication, combine the characteristics of the times and social needs, innovate the form and content of communication, and enhance its attraction and appeal. In addition, it is necessary to strengthen the evaluation of traditional Chinese medicine culture communication effect, establish a scientific evaluation system and method, find problems in time and improve communication strategies.

#### **5. CONCLUSION**

Chinese and western translation studies play a vital role in the cultural communication of traditional Chinese medicine. By strengthening the construction of translation team, optimizing translation strategies and methods, and strengthening international exchanges and cooperation, the international spread and development of Chinese medicine culture can be effectively promoted. At the same time, we should also realize that the cultural communication of traditional Chinese medicine is a long and complicated process, which needs continuous efforts and innovation. In the future development, we should continue to deepen the study of translation between

China and the West and contribute to the global spread and development of Chinese medicine culture. The cultural dissemination of traditional Chinese medicine is a long-term and arduous task, which requires the joint efforts and support of the whole society. By strengthening the education of traditional Chinese medicine culture, expanding communication channels, enriching communication content, strengthening the implementation of effect evaluation and the reference and promotion of successful cases, we are expected to promote the cause of traditional Chinese medicine culture communication to achieve more remarkable results and breakthrough progress. Traditional Chinese medicine (TCM) culture is the concentrated representative of China's traditional culture. It is an important part of telling the story of China well today to fully explore the connotation of TCM culture, translate it accurately and spread it well, which will also subtly enhance China's soft power in the eyes of people all over the world.

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