

Corpus-based Study on the International Communication of Hunan Culture

Pan Zhang, Wei Li

School of Languages and Literature, University of South China, Hengyang, Hunan 421001, China

Abstract

Hunan and Hubei culture, as one of China's excellent traditional cultures, has a long history and rich connotations. With the development and opening up of society, the external dissemination of Hunan and Hubei culture is increasingly valued. This article, based on the research method of the corpus, explores the current status of research, research methods, problems arising, and coping strategies for the external dissemination of Hunan and Hubei culture. It aims to provide theoretical support and practical guidance for the better dissemination of Hunan and Hubei culture.

Keywords

Corpus; Hunan Culture; International Communication.

1. Introduction

In recent years, cultural self-confidence has aroused wide concern of the country and society. Cultural confidence is the Chinese character and spirit. Cultural confidence, a more lasting belief and strength, is the root and soul of road confidence, theoretical confidence and institutional confidence. Strong cultural confidence means maintaining a high degree of confidence in one's own cultural ideals and values, and maintaining a high degree of confidence in one's own cultural vitality and creativity.

Since the reform and opening up, the study and dissemination of Chinese culture, including Hunan culture, has become a national strategy, and Hunan culture has become a prominent study, which has created a group of famous scholars who study Hunan culture and formed a group of influential academic achievements, some of which have been gradually transformed into policies, playing an important role in Hunan's economic and social development and providing intellectual support.

According to the existing literature, scholars mainly focus on the study of Hunan culture's international communication at the level of problems and strategies, mainly focusing on macro strategies and paths, but lack the study of Hunan culture's external communication from a micro perspective. Taking the international communication of Hunan culture as the research object, this paper will establish the corpus of Hunan culture, explore the commonalities of Hunan culture, explore the translation strategy of Hunan culture's overseas communication with the help of the special role of language. In so doing, it seeks to provide new insights for the international communication path and strategies of Hunan culture, effectively promoting the inheritance of traditional culture, fostering cultural exchange and cooperation, and facilitating local economic development.

2. Academic Review and Research Trends of Relevant Researches at Home and Abroad

From the perspective of domestic and international research trends, the study of the external dissemination of Hunan culture has already spanned across multiple disciplinary fields,

including cultural communication, cultural economy, folklore studies, anthropology, local policies, and local development, highlighting important topics such as cultural communication, local development, folk culture, and cross-national cultural exchange. These studies contribute to a deeper understanding of the methods, impacts, and significance of Hunan-Xiang culture's external dissemination, providing abundant theoretical and practical support to propel the internationalization and globalization of Hunan culture.

2.1. Research on Hunan Culture Abroad

Western countries had an early start in cultural communication and were in a strong position on the world stage. The United Kingdom and the United States have long taken the promotion of English as a national strategy to promote the popularization of English in the world through various channels. In order to spread their own culture, the British Cultural Council has established over 300 branches and teaching centers around the world, while the United States has used the language as a "strategic weapon" and formulated various positive strategies to spread American ideology[2]. As early as 1998, South Korea also officially put forward the strategy of "culture oriented national development", and cultivated cultural industry as a strategic pillar industry for the development of South Korea's national economy in the 21st century[3]. Since the new century, Western countries have taken cultural communication as an important strategic measure to enhance national soft power and enhance international influence.

Against the backdrop of the "Belt and Road" initiative, Chinese culture has gained international attention. Foreign research on Hunan culture is primarily manifested in the following three aspects. Firstly, there is a growing trend in the study of cross-national cultural exchanges. Taking South Korea as an example, based on a shared Confucian cultural heritage, the academic community in South Korea has shown considerable interest in research related to the "Hunan-Xiang School," leading to an increasing academic exchange with various universities in Hunan. Secondly, there is a focus on the study of local culture within the context of globalization. Foreign scholars have examined the role and status of Hunan culture in the process of globalization, addressing issues related to cultural identity, cultural consciousness, global discourse power, as well as the relationship between Hunan culture and international culture within the context of globalization. The third aspect involves the researches on cultural heritage and sustainable development. Some foreign scholars have placed the international communication of Hunan culture within the context of sustainable development, exploring the relationship between the protection of cultural heritage, the development of cultural and creative industries, and local sustainable development. Some foreign scholars have even conducted field research in Hunan, demonstrating a strong interest in Hunan-Xiang culture. These studies contribute to a deeper understanding of the methods, impact, and significance of Hunan-Xiang culture's external dissemination, serving as one of the driving forces behind the external dissemination of Hunan-Xiang culture.

2.2. Research on Hunan Culture in China

Domestic research on Hunan-Xiang culture mainly focuses on cultural dissemination, local development and cultural industries, and folk culture. Through the review of domestic research on Hunan culture, the following characteristics have emerged.

Firstly, the intensified cultural communication has gradually become a national strategy. In 2002, Sun Jiazheng, then Minister of Culture, officially proposed the strategy of cultural "going global" at a national cultural hall director symposium. Since the establishment of the first Confucius Institute in South Korea in 2004, there are now over 520 Confucius Institutes spread across more than 130 countries globally. Regarding the overseas communication of Hunan culture, Hunan Province formulated the "Cultural Powerhouse of Hunan Province Implementation Outline (2010-2015)" in 2010, outlining the contents of cultural external

dissemination construction. In 2012, the Hunan Provincial Committee of the Communist Party of China issued its "Opinions on Accelerating the Construction of a Cultural Powerhouse," further clarifying the importance of cultural external dissemination and the tasks of cultural dissemination construction. In 2016, the "13th Five-Year Plan for Cultural Reform and Development in Hunan Province" was formulated, specifying the main tasks of cultural external dissemination under the guidance of the Belt and Road strategy. On August 21-22, 2018, at the national propaganda and ideological work conference convened by General Secretary Xi Jinping, important instructions were made for propaganda work in the new era. Among them, it was emphasized to refine and showcase the spiritual symbols of outstanding traditional culture and to refine and exhibit the cultural essence with contemporary and global significance from outstanding traditional culture. It stressed the improvement of the layout of international communication work, innovation of propaganda concepts and operational mechanisms, and the aggregation of more resources and strength. Furthermore, on October 8th of this year, General Secretary Xi Jinping made important instructions on propaganda, ideological, and cultural work, indicating that propaganda, ideological, and cultural work is related to national cohesion and centripetal force. It also stressed the promotion of the flourishing development of cultural undertakings and industries, the promotion of the protection and inheritance of excellent traditional Chinese culture, the strengthening and improvement of external propaganda work, and the enhancement of the influence and impact of Chinese civilization. Xi Jinping's instructions for propaganda work have pointed out the direction for the research and external dissemination of Hunan-Xiang culture in the new era.

Secondly, nearly a thousand volumes of classic literature on Hunan culture have been edited and published. Under the leadership of Wen Xuande, the chairman of the Hunan Culture Research Association, hundreds of experts and scholars spent more than six years compiling a large series of 702 volumes, nearly 400 million words in total, called "Hunan-Xiang Library," which comprehensively and systematically compiles and promotes the research achievements of Hunan culture. This is a colossal and foundational cultural project for studying Hunan culture, with benefits in the present and lasting for future generations. The publication of the library has laid a solid foundation for in-depth research and the promotion of Hunan culture.

Thirdly, it has cultivated renowned scholars in the study of Hunan culture and has showcased a number of influential academic achievements. Scholars promote scholarship, and scholarship promotes scholars. A group of scholars has devoted themselves to the study of this field, expanding the influence of Hunan-Xiang culture and achieving academic success. Representatives include Professor Zhu Hanmin from Hunan University, Professor Wang Jiping from Xiangtan University, and others. The Hunan Culture Research Association in Hunan has gathered a large number of scholars, especially a group of young scholars. This has established a sizable and formidable research force for the study and external dissemination of Hunan culture.

Fourthly, it has generated influential academic achievements. For instance, Professor Zhu Hanming's "General History of Hunan-Xiang Culture" not only deeply explored Hunan-Xiang culture but also influences scholars in their explorations of regional Chinese culture [4]. Nie Ronghua and others' "General Introduction to Hunan-Xiang Culture," comprehensively expounded on the spiritual characteristics of Hunan-Xiang culture from aspects such as education, philosophy, literature, art, religion, folk customs, and cuisine [5]. Wang Zhan's "Research on the External Dissemination Strategy and Path of Hunan Culture" proposed a new path for the international communication of Hunan culture by focusing on "hierarchical connotations," "diverse representations," and "diversified audiences" and explored new pathways for the official and grassroots cooperation, the integration of traditional and new media, and the linkage between career and industrial forms in the external dissemination of Hunan-Xiang culture [6]. Scholars also suggested promoting the diversification of external

dissemination themes, integrating the power of traditional and emerging media, and leveraging the communication role of grassroots self-media to enhance the dissemination power of Hunan-Xiang culture [7]. Furthermore, some scholars believed that the construction of Hunan's cultural external communication needs to address issues such as weak cultural influence and a lack of international perspective, requiring the diversification of communication subjects, modernization of content, distinction of means, and modernization of methods [8]. From the strategies and paths proposed by scholars for the external dissemination, it is evident that modern means of communication are emphasized. Whether it is "new media," "emerging media," or "modern means," they all reflect the need, in the era of big data, for cultural external dissemination to leverage diverse and modern platforms such as communication, networks, and media. Many scholars have conducted comprehensive research on Hunan-Xiang culture from various perspectives, such as Hunan-Xiang philosophical thought, literature and art, historiography, education, religion, folk customs and traditions, and science and technology. These studies have laid a solid theoretical foundation for the research on this subject.

Upon reviewing past research, it is not difficult to discern the following: first, scholars' studies on the international communication of Hunan culture largely focus on issues and strategies at a macroscopic level, primarily examining overarching strategies and pathways, while lacking in-depth examination of it from a microscopic perspective. This indicates there is substantial room for improvement in studying the external dissemination of Hunan culture. Second, as international communication is closely related to language, most studies on the communication of Hunan culture are based on journalism and communication studies, yet there is a noticeable scarcity of research combining the external dissemination of Hunan culture with language translation. Addressing Hunan culture's external dissemination from a linguistic perspective requires greater emphasis. Third, the foundational materials warrant further exploration, such as research on cultural commonalities, translation of foreign texts, and the translation of cultural terms, among other aspects.

3. Research Approaches

In order to analyze the current situation, issues, and implications of the overseas communication, research could focus on establishing sub-databases of Hunan culture under the corpus as a starting point. This would help in formulating suggestions for communication of Hunan culture based on the corpus, serving the purpose of promoting its external dissemination and contributing to the economic and social development of Hunan. These are the four main aspects to be considered as the primary paths of research.

First, the establishment of a sub-database for Hunan culture within the corpus is essential. Hunan culture is incredibly rich, encompassing a profound spiritual heritage, a diverse material culture, and iconic figures representing the legendary essence. The sub-database within the corpus is designed to utilize these elements, providing refined translations for cultural terms, professional jargon, and representatives, serving as an effective tool for the international communication of Hunan culture.

Second, it is advisable to contemplate and analyze the necessity and potentiality of the communication of Hunan culture at the intersection of history and reality, the combination of theory and practice, and the alignment of strategy and tactics. This contemplation aims to provide theoretical guidance for expediting the external dissemination and to enhance its proactiveness, creativity, and scientific rigor in its external outreach.

Third, the role of the corpus should be fully leveraged, and the channels, paths, and methods should be scientifically designed. The study has to utilize the role of the corpus to disseminate classic literature of Hunan culture, leverage language functionality to enhance the external promotion of Hunan culture, activate the role of language professionals as links, bridges, and

intermediaries in the international communication of Hunan culture, and harness the comprehensive role of various media to form the integrated function of external dissemination of Hunan culture, thereby creating a combined effort for the external dissemination of Hunan culture.

Fourth, it is necessary to construct an evaluation model for the international communication of Hunan culture based on the corpus. This includes an evaluation index system, evaluation method system, and evaluation organization system. The model helps to scientifically evaluate its overseas communication based on the corpus, promote the good cultural, economic, political, and other effects, and make the external dissemination serve the economic and social construction of Hunan.

The research is led by corpus analysis, supplemented by literature review, interdisciplinary analysis, and other methods. The specific description is as follows: 1) The corpus research method. Research based on the corpus is empirical research, where researchers collect authentic materials to establish a specialized corpus to examine all aspects of language. The corpus method, as one of the three major methods of modern linguistics, is widely used in language research, from vocabulary, grammar, syntax to discourse, translation, teaching, and even abstract theoretical linguistic issues. By establishing a Chinese-English comparative corpus, quantitative research is conducted on the external dissemination materials of Hunan and Hubei culture, and the content of the text is deeply mined from a micro perspective, such as the frequency of cultural keywords and theme words, historical evolution, and translation strategies. 2) The literature method. The literature research method involves collecting, identifying, and organizing literature, and forming a scientific understanding of facts through the study of literature. Information about Hunan culture is obtained through the review of historical materials and historical literature. Through historical materials, Hunan cultural words, terms, descriptions, and other textual materials are discovered and summarized, exploring the commonalities of Hunan and Hubei culture, grasping the development trend of cultural translation and dissemination from a holistic perspective, and deepening and innovating. 3) The field investigation method, also known as on-site investigation or field research. Hunan culture is divided into material culture and spiritual culture. For the material culture, such as tea culture, famous mountain culture, academy culture, and the spiritual culture, such as scientific and technological culture, folk customs, and culture, representative units are selected, and original data are obtained through on-site inspections or field investigations. 4) The interdisciplinary research method. The interdisciplinary research method uses theories, methods, and results from multiple disciplines to conduct comprehensive research on a topic. The study of the international communication of Hunan culture involves theories from multiple disciplines, such as history, sociology, linguistics, and other different academic fields. From the current research trends, the study of the international communication of Hunan culture has already covered multiple disciplinary fields. Interdisciplinary research aids in a profound understanding of the methods, impacts, and significance of cultural communication to the outside world, providing rich theoretical and practical support for promoting the internationalization and globalization of Hunan culture.

4. Existing Problems and Challenges

Despite Hunan's rich cultural resources, its current development status is not optimistic. In the era of cultural globalization, the overseas communication still has limitations, mainly reflected in the following three aspects: First, language barriers. For people outside of Hunan and Hubei, the language of Hunan and Hubei culture is challenging, and dialects such as Xiang and Changsha dialects pose significant difficulties for translation and dissemination. Moreover, the translation of Hunan and Hubei cultural load words is challenging, and existing translations

have issues of inaccurate or inconsistent expressions, causing obstacles for foreigners to understand. Second, the lack of diversified transmission channels, especially professional dissemination institutions and platforms. The international propaganda channels for Hunan culture are limited, making it difficult to cover a broader audience, limiting the radiation and influence. Third, the cultural expression form is not adaptable, and the content of expressions is not vivid enough. When communicating to the outside world, problems may be posed to us that forms of cultural communication do not match the interaction and acceptance methods of modern young audiences. With the popularity of media and social platforms, young people are exposed to fast-paced information and entertainment forms. The expression forms of Hunan culture are often traditional, including traditional music, dance, and literature. Therefore, if the charm of Hunan culture cannot be vividly displayed during cultural communication, the audience may lose interest in it.

To promote the international communication of Hunan culture and enhance cultural soft power, countermeasures can be considered based on corpus analysis in terms of language environment, communication channels and communication content. First, by building a corpus, multilingual materials are produced. By collecting related books, articles, news reports, official documents, social media, and other textual materials, a corpus containing Hunan culture-related content is established. The scale and representativeness of the corpus are very important for the reliability of subsequent analysis and research results. Based on this, the corpus is analyzed, exploring the language characteristics and expression forms of Hunan culture in foreign communication. For example, the role of Hunan dialects in cultural dissemination can be studied, the relationship between Hunan dialects and standard Chinese can be explored, and the use of regional vocabulary, idioms, and idioms can be analyzed. Second, based on the theories and methods of cultural communication, the process of communication of Hunan culture is analyzed to expand the transmission channels. For example, actively using international social media, websites, and other channels to increase the exposure of Hunan culture internationally. Third, it is advisable to introduce an international team to build Hunan culture into an image with global appeal, and produce vivid and interesting promotional content to attract more overseas audiences.

5. Summary

In recent years, against the backdrop of economic and cultural globalization, the international communication of Hunan culture is being actively promoted, and its translation has become a medium for external dissemination, its importance increasingly prominent. Simultaneously, in the study of English-Chinese comparative translation, English-Chinese bilingual parallel corpora have great practical value for language research and translation studies. Through the above discussing, it is not hard to gain a deep understanding of the current status and issues of the dissemination of Hunan culture, and provide corresponding insights and suggestions. This can effectively enhance the dissemination effect and influence of Hunan culture, allowing more people to come into contact with, understand, and appreciate Hunan culture, contributing to its global dissemination.

Acknowledgments

This work was financially supported by grants from Philosophy and Social Science Foundation of Hunan Province. (No. 18YBA367).

References

- [1] Li Tianshu. Overview of the Development of Western Folklore Research [J]. Journal of Social Sciences of Jilin University.(1998)No.5,p.88-93.
- [2] Jin Jihua, Zheng Xiaokun. The Enlightenment of Western Culture Communication Mode on Chinese Culture Communication to the outside world [J]. Journal of Jilin Education University.(2014) No.1,p.139-140.
- [3] Chen Guozhan. The Korean Wave Phenomenon in Cross-Cultural Communication [J]. Theory and Criticism of Literature and Art.(2015)No.2,p.31-39.
- [4] Zhu Hanmin. General History of Hunan Culture [M]. Changsha: Yuelu Press, 2015.
- [5] Nie Ronghua, Wanli. General Theory of Hunan Culture [M]. Changsha: Hunan University Press, 2005.
- [6] Wang Zhan. Research on Strategies and Paths of Hunan Culture's external communication [J]. Journal of Social Sciences, Hunan Normal University.(2015)No.1,p.154-160.
- [7] Lv Xichun, Wu Zhengchun. The external dissemination of Hunan Culture in the context of globalization [J]. Search.(2015) No.4,p.16-20.
- [8] Wu Xianlu. Current problems and countermeasures of the construction of external communication power of Hunan Culture [J]. Journal of Hunan Institute of Administration.(2014)No.5,p.109-112.
- [9] Bao Xiaolin, Qi Ming. Innovative ideas and approaches of Chinese Culture Communication to the outside world [J]. Chinese Culture Forum.(2013)No.2,p.5-10.
- [10] Li Yu. Research on the mode of cultural Communication along the Belt and Road in the New Media Environment [J]. Journalism and Communication Research.(2015)No.7,p.23-25.
- [11] Liu Ying. Translation strategies of Hunan Culture in the context of globalization: A case study of Yuelu Academy Training [J]. Journal of Changsha University.(2017)No.3,p.109-111.
- [12] Lu Jun. Translation Studies -- a special field of Communication Studies [J]. Foreign Languages. (1997)No.2,p.39-44.
- [13] Wang Zhan, Han Juanjuan. Research on the strategy and path of external communication and promotion of Hunan Cultural Industry [J]. Journal of Hunan Institute of Administration. (2016) No.6,p.54-59.
- [14] Wu Xianlu. On the "class" cultural resources of Hunan Culture and their external dissemination [J]. Science and Technology Information.(2015)No.22,p.6-7.
- [15] Ye Shulan. Thinking on the innovation of cross-cultural Communication of the "Belt and Road Initiative" [J]. International Communication.(2016)No.4,p.45-47.
- [16] Zhong Weihe. Cultural communication path innovation and translation professional education [J]. Chinese Journal of Translation.(2014)No.5,p.11-15.
- [17] Editing and Publishing Committee of Hunan Library. Hunan Library [M]. Changsha: Yuelu Press, 2012.