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Western Audiences: Role of the International Communication of Chinese Classics

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Western Audiences: Role of the International Communication of Chinese Classics

Yanjie Pang



National Strategy

Chinese Literature, official journal

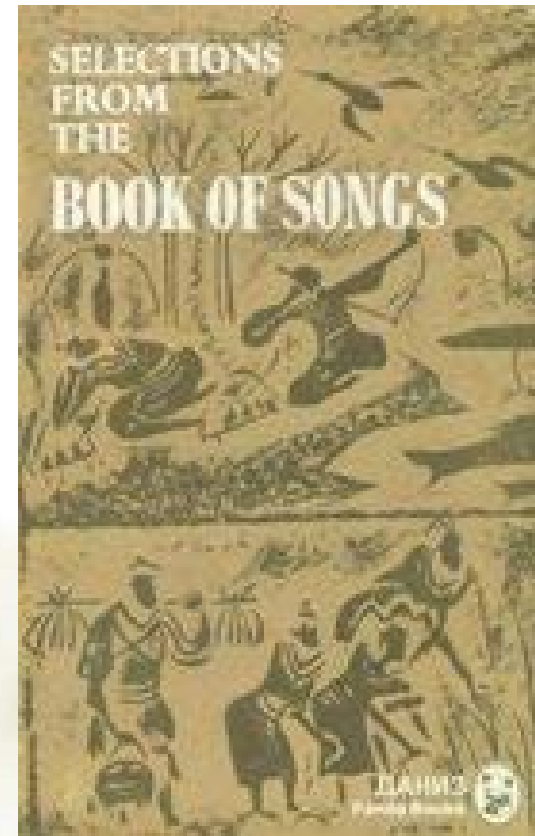
Panda Series

20 years

149 books in English

66 books in French

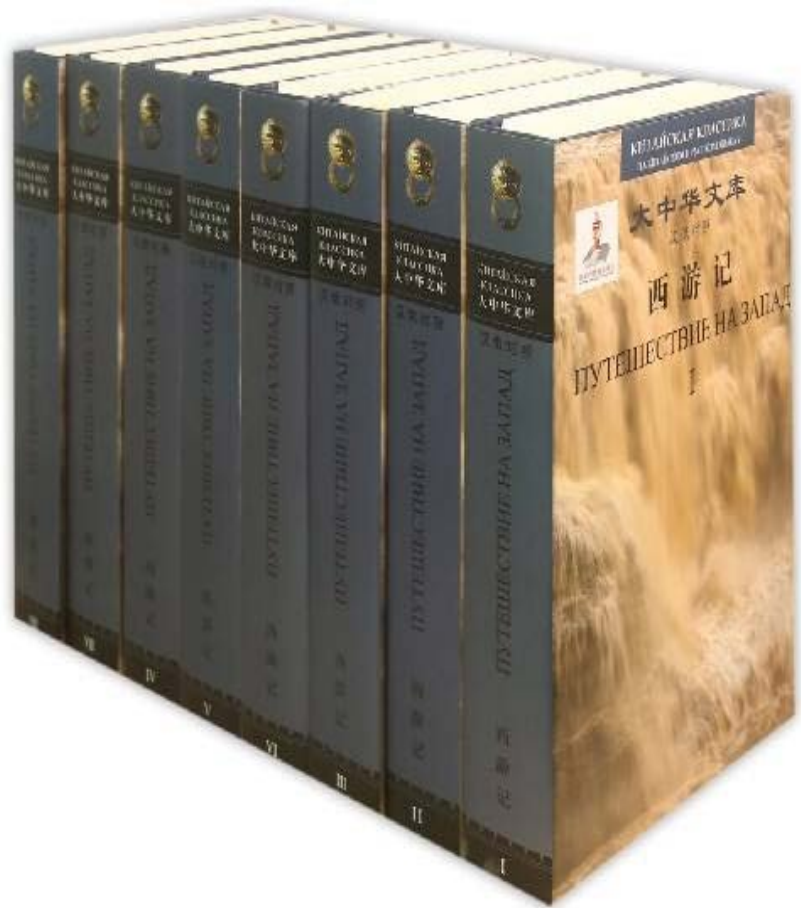
Geng Qiang, 2010:88



National Project: Library of Chinese Classics

1994---2007 Chinese to English

- 2007 ---now 8 foreign languages
- 52 volumes 92 books
- covering classics in different fields

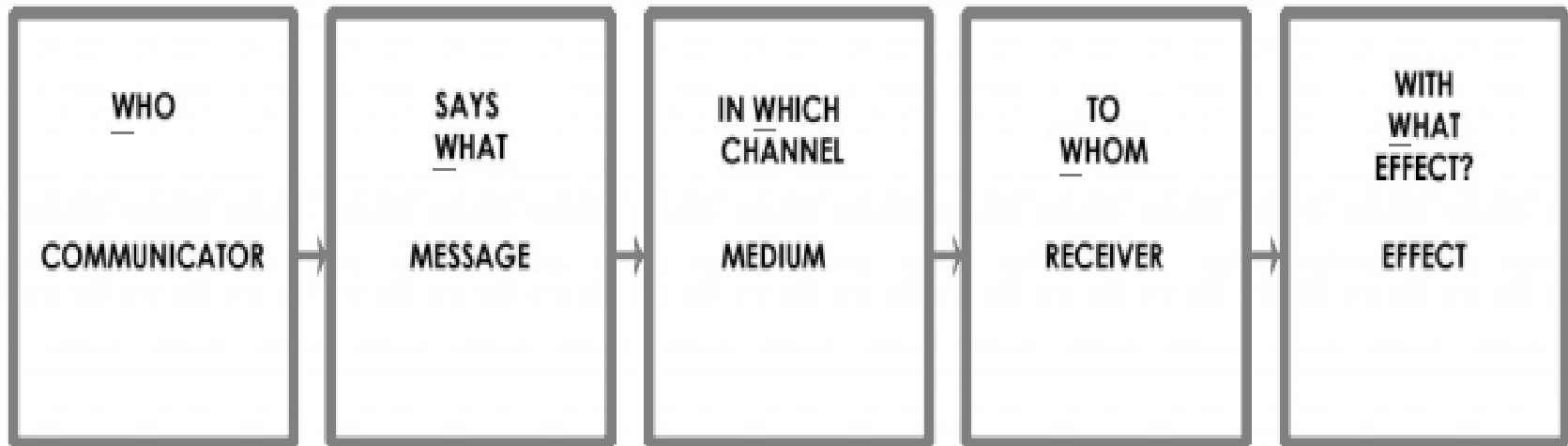


Objectives

1. possible causes of unpopularity from the perspective of western audiences
2. Possible solution for the international communication of Chinese classics

5W : Harold Lasswell

Lasswell's Communication Model



Active receiver

- “To whom” refers to the audience in the communication, the listeners, spectators, readers and other information recipient in the communication activities.
- make their own choices according to their requirements and preferences, accepting or rejecting them, sticking to or changing their attitudes, or taking a desired behavior . (Chen Xiaowei, 2013: 97)

Western audiences

- Unfamiliar with China and Chinese culture
- Unpopular Chinese novels
- Unfavorable views of China

Unfamiliarity with Chinese culture

- Questionnaires of ordinary American audiences and college students
- Mo Yan 1/371 residents
- 1/76 students
- Monterey Institute of International Studies
- Nothing about other Chinese writers

(Bao Xiaoying, 2014)

Unpopular Chinese novels

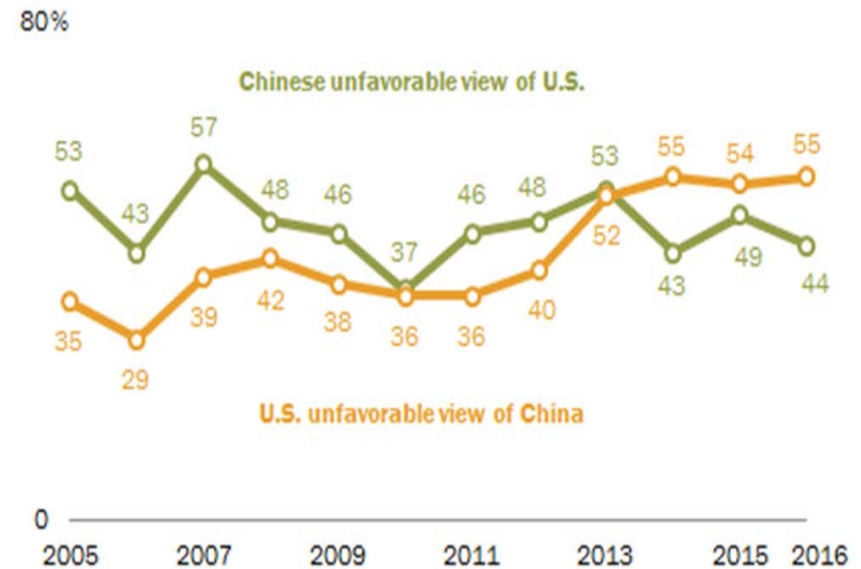
- Chinese novels unpopular in western world, at least in USA
- Try not to believe that readers in other countries will be fond of Chinese literature just because of China's great influence

(Howard Goldblatt, 2014)

Unfavorable views of China

- In the United States, negative views of China increased by 26 percentage points between 2006 and 2016.

Over time, American animosity toward China surpasses Chinese animosity toward U.S.



Source: Spring 2016 Global Attitudes Survey.

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- Chinese youth warmed to the U.S. over the same time period, with unfavorable views falling 12 points.

Older generations viewed each other's countries more negatively in 2016

	18-34	35-49	50+	Oldest - youngest gap
	%	%	%	
Chinese unfavorable view of U.S.	36	42	55	+19
U.S. unfavorable view of China	45	57	60	+15

Note: Differences shown are statistically significant.

Source: Spring 2016 Global Attitudes Survey.

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The international communication

Chinese culture

still in its primary stage

Audience-oriented Strategy

content selection

translation strategy

ideology weakening



Content Selection

- Easy to understand: simplified versions
- Interesting to read
- Theme: universality

Domestication Strategy

- Yanfu, Evolution and Ethics
- classical style
- Creative translation



Ideology Weakening

- Howard Goldblatt Mo Yan's novels
- ideological text such as “communists”, “working hard to learn Marxism”, “Mao Zedong is today's hero”
- weaken or even delete these information

Conclusion

- “government-oriented strategy”



- “audience-oriented strategy”

謝謝

