

# **Western Audiences: Role of the International Communication of Chinese Classics**

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# National Strategy

Chinese Literature, official journal

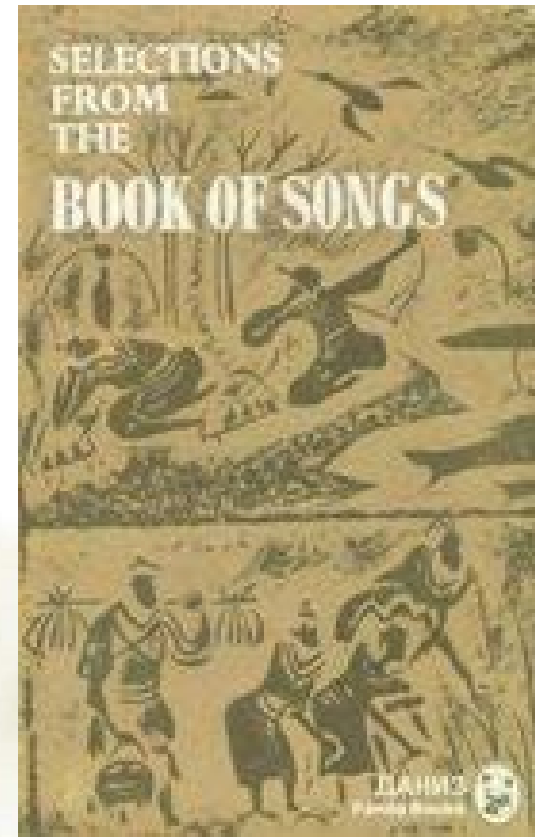
Panda Series

20 years

149 books in English

66 books in French

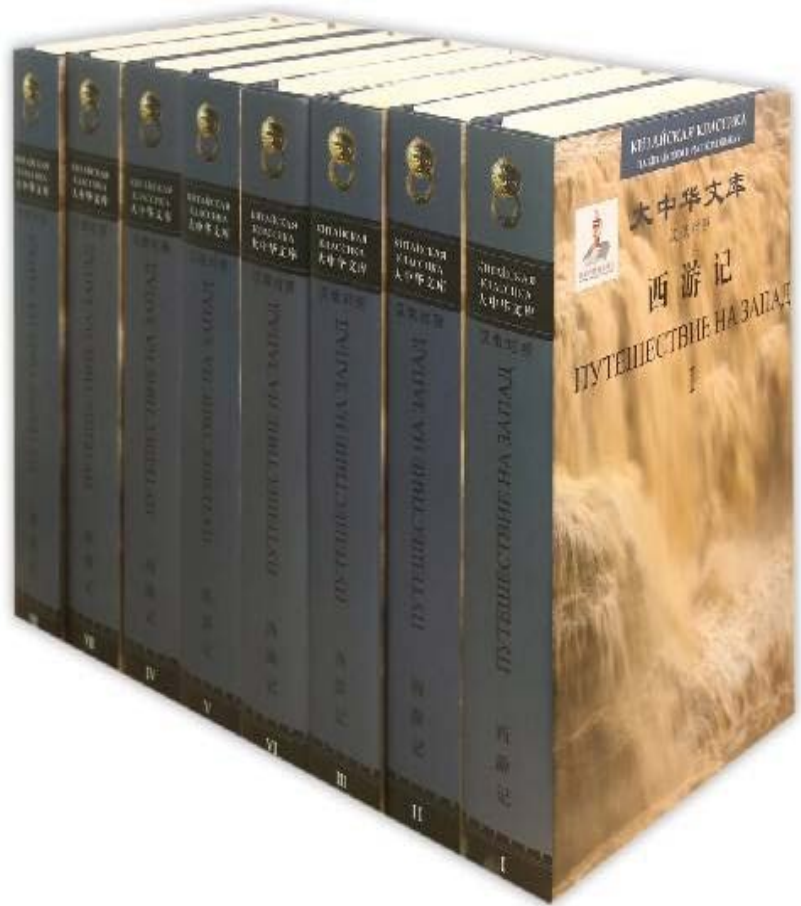
Geng Qiang, 2010:88



# 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



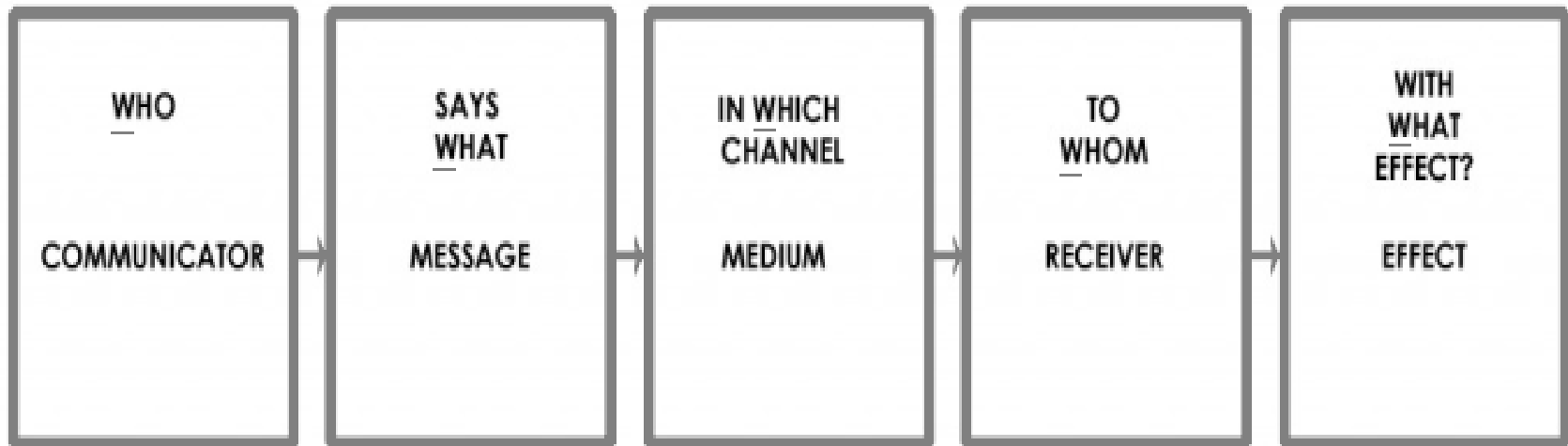


# Objectives

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

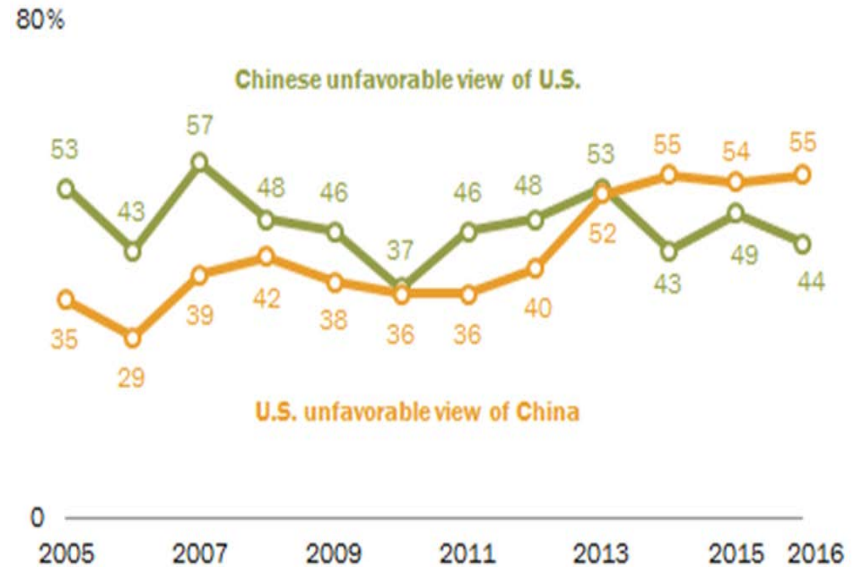
- Chinese novels unpopular in western world, at least in USA
- Try not to believe that readers in other countries will be fond of Chinese literature just because of China's great influence

(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.

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

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

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

