

An Innovative Poly System Theory for the Go-Out of Chinese Culture

Authors : Jianhua Wang, Ying Zhou, Han Guo

Abstract : Translation underwent culture turn for more than half a century, which brought translation and its studies beyond intra-texts. Different cultures in recent years have developed towards a translation turn, which made a great contribution to relocate national or local cultures being localized to become regional or global cultures. As China grows quickly economically integrating into the world, it becomes urgent to relate China's story and disseminate the Chinese culture. Due to the weaknesses and drawbacks of different existing cultural translation theories for Chinese culture to go out, a new perspective on translation turn for the go-out of Chinese culture should be drawn to spread better and disseminate Chinese culture to other countries. Based on the existing cultural translation theories, the equivalence of ideology, style of the translator and agency of the support are proposed to draw a new perspective: an innovative poly-system theory for Chinese culture translation.

Keywords : cultural translation theory, Chinese culture, innovative poly system, global cultures

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020