

International Publicity Translation of She Ethnic Black Sticky Rice: A Case Study of Sharing Intangible Cultural Heritage

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Abstract. In order to share Chinese intangible cultural heritage with the world, this paper makes a case study on international publicity translation of Ningde's She ethnic black sticky rice. It discusses three ways of international publicity translation, namely brochure translation, menu translation and make English subtitles. It also provides reference of translation in each way of international publicity translation by liberal translation and translation of selected information. With the efforts made in international publicity translation, it's hoped to help share Chinese intangible cultural heritage globally and make Chinese culture better understood.

Keywords: International Publicity Translation, Intangible Cultural Heritage, She Ethnic Black Sticky Rice.

1. Introduction

According to the definition given by the United Nations Educational, Scientific and Cultural Organization, intangible cultural heritage refers to particular forms of traditional culture which exist in an intangible way. From the name, intangible cultural heritage has the characteristic of non-materiality, and directly relates to culture. It has been considered as the main driving force for cultural diversity and a guarantee for sustainable development [1]. In 2003, the 32nd UNESCO General Conference adopted the Convention for the Safeguarding of the Intangible Cultural Heritage. China joined the Convention in 2004. Up to December 2022, China has included 43 items in the UNESCO Intangible Cultural Heritage List, ranked first in total in the world.

In China, it's commonly known that intangible cultural heritage represents a variety of traditional cultural forms passed down from generation to generation by people of all ethnic groups, and it is regarded as a part of their cultural heritage. As a country bound in intangible cultural heritages, China makes its efforts to let people home or abroad know these great intangible cultural heritages. From the country's point of view, the Cultural and National Heritage Day is held on the second Saturday in June every year. Besides, International Intangible Cultural Heritage Festival and China Intangible Cultural Heritage Expo are held every two years. Except the activities of showing intangible cultural heritage to the people around the world, China also requires the public participation to strengthen the popularization of intangible cultural heritage and promote its contemporary value. General Office of the Chinese Communist Party and General Office of the State Council point out that intangible cultural heritage is an important part of China's excellent traditional culture, a vivid witness of the continuous inheritance of Chinese civilization, and an important foundation for connecting national feelings and maintaining national unity. The recognition and pride of intangible cultural heritage has stimulated the consciousness and enthusiasm of original residents, social organizations and individuals to inherit and protect intangible cultural heritage [2]. As the creators and owners of intangible cultural heritage, those people are called "Living Human Treasures" to protect, inherit and develop intangible cultural heritage with their specific knowledge and skills, as well as their confidence and love toward intangible cultural heritage.

Due to the cultural diversity and international communication of culture, international publicity translation plays an important role to make people around the world get to know and appreciate Chinese intangible cultural heritage. Translators and interpreters act as intermediaries to make international publicity translation workable and successful, so as to share Chinese intangible cultural heritage with all mankind. In Liu Kuili's perspective, to the creator and owner, the intangible culture

means authenticity; whereas to the other people, it is a sharing [3]. With the help of translation, the same cultural achievement of Chinese intangible cultural heritage can be shared to the world, giving play to its vitality and value in the long run.

In China, it has the concept of putting the people first. For the people, food is the most important thing. Food, the cornerstone of life, lies at the heart of our cultural identity [4]. Among different categories of Chinese intangible cultural heritage, the ethnic characteristic cuisine can be recommended as a sharing. According to the taste, health value and making craft of She ethnic black sticky rice, this paper discusses its international publicity translation and takes it as a case study to share Chinese intangible cultural heritage.

2. Ningde's She ethnic black sticky rice

In 2011, the making craft of Ningde's She ethnic black sticky rice is included in the provincial intangible cultural heritage list by the People's Government of Fujian Province. Ningde's She ethnic black sticky rice is the only ethnic specialty cuisine of Fujian recommended by the Chinese Ethnic Catering Commission. In 2019, Liqiang business department of Ningde's She ethnic black sticky rice was awarded the Demonstration Unit for the Protection and Inheritance of Dietary Intangible Cultural Heritage by China Cuisine Association and the Research Group of the Protection and Inheritance of Chinese Dietary Intangible Cultural Heritage. Wu Liqiang is the representative inheritor of Ningde's She ethnic black sticky rice. He studied the making essence of She ethnic black sticky rice and contributes to making it a cultural brand of She minority. As the inheritor Wu Liqiang is interviewed, from his introduction, it is known that Ningde's She ethnic black sticky rice is made by soaking high-quality sticky rice in the juice of Wuren tree's leaves and steaming it. In the making process, it's required to make the black sticky rice have the four characteristics: black, bright, shiny and fragrant. Only with the four characteristics all achieved, the flavor of the black sticky rice will taste the best.

For the people of She minority, they celebrate the custom of dyeing the sticky rice on the third day of the third lunar month. On this day, the people of She minority will go out to collect Wuren tree's leaves for making the black sticky rice, so as to remember their ancestors who found Wuren tree helped to deal with the hunger in the difficult time, as well as wish a bountiful harvest for next year. Because of this custom, Ningde's She ethnic black sticky rice has the historical and cultural characteristics, which makes it more special and plays important role in the dietary culture.

According to the inheritor Wu Liqiang, the most significant value of Ningde's She ethnic black sticky rice is its goodness for health. Before the black sticky rice is accepted by people who never eat, they were afraid of its black color not made naturally but dyed. In order to make those people feel safe to eat, the inheritor Wu Liqiang entrusted the Central Laboratory of the Provincial Academy of Agricultural Sciences and the Provincial Center for Disease Control and Prevention to make the nutritional value testing and toxicological experiments of Wuren tree's leaves. It comes out with the result that Wuren tree's leaves are non-toxic and beneficial for people's health. It can strengthen the spleen, tonify the kidney, make the bones and muscles strong, make the eyes bright and the hair dark. Due to the nutritional value of Wuren tree's leaves, the sticky rice soaked in its juice and steamed has been found to include thirty nutrient elements. It has 28% of folic acid, which is especially suitable for the pregnant women to eat. The 2.7% of aminobutyric acid can not only soften the blood vessels but also lower the blood sugar and lipids. The 0.8% of elements have got the anti-cancer effects [5]. Therefore, Ningde's She ethnic black sticky rice is not only a special ethnic food, but also a healthy production with therapeutic effects.

3. International publicity translation of the black sticky rice

The dissemination of information is also a process of information sharing. International publicity translation of Ningde's She ethnic black sticky rice is like one kind of information dissemination. To translate Ningde's She ethnic black sticky rice is to share and exchange Chinese intangible cultural

heritage. Ningde's She ethnic black sticky rice has been known nationwide and becomes popular as the delicious and healthy food in many cities, especially in the local places. It's also considered to be a gift among relatives and friends. But in the world environment, it's less heard, even not being known with its name and look. Aims to show the international world its delicious flavor, health value and custom culture, the following three efforts are made to promote its international publicity translation for its next development.

3.1. Brochure translation

In an effort to let people know Ningde's She ethnic black sticky rice, the representative inheritor Wu Liqiang and his team actively participate in tourism festivals, food festivals, cultural exhibitions, agricultural product promotion conferences, and "One Village, One Product" exhibitions. They introduce and show Ningde's She ethnic black sticky rice mainly with the product itself. Though Liqiang business department is running, it's not a company or group. A brochure of the business department is not completely made with related information to introduce Liqiang business department and its signature product She ethnic black sticky rice. The direct promotion way is to show the real and eatable product of Ningde's She ethnic black sticky rice in those festivals and exhibitions. The exhibition and selling of Ningde's She ethnic black sticky rice is like the output to share the production of intangible cultural heritage. They are the external ways of sharing. People who bought it can directly enjoy then and there, and they can also listen to the introduction or ask questions for knowing about the black sticky rice. Rich cultural connotations are the soul of intangible cultural heritage. The product showing is momentary and just kept in the festivals and exhibitions. It helps to make people have some impression on Ningde's She ethnic black sticky rice, but it's hard to make people feel the real sharing is its values of intangible cultural heritage. In order to share its role played as a part of intangible cultural heritage beyond the product, it's important and crucial to illustrate its cultural connotations.

With the increasingly frequent international communication and the International Intangible Cultural Heritage Festival held, the brochure with English version is required. For the people at home, a Chinese version of brochure is needed with comprehensive information contained details of Ningde's She ethnic black sticky rice, including its specific making procedure. But for the brochure's English version, foreign people's understanding and acceptance are the first considerations. It's not the simple Chinese to English translation directly copy from the Chinese version of brochure. It's a new organized information based on the correct output of the original Chinese version. It's the translation after correct understanding and selection. The purpose of international publicity translation is to make the people accurately understand the information contained in the translation [6]. As a translator, he or she is required to completely and authentically understand the original Chinese version and effectively select the necessary information for the English version. So, the way of editing and translating the selected information is suggested for the translator. And some pictures are supplemented to make the brochure have an eye-catching visual experience. The following English version of the brochure is a reference for Liqiang business department, aims to help introduce Ningde's She ethnic black sticky rice and promote its cultural connotations and values, finally share Chinese intangible cultural heritage with the world.

English version of the brochure: Ningde's She ethnic black sticky rice is a traditional ethnic food, created by Ningde's She minority. Wu Liqiang is its representative inheritor. It looks black cause of its making by the use of Wuren tree's leaves which affect the color of the sticky rice (see picture 1). For the unique making way and procedure, its making craft is included in the provincial intangible cultural heritage list. It is the only provincial ethnic specialty cuisine recommended. It can be sweet or salty with different combination of sugar, white sesame, nuts, preserved date, candied melon and red date (see picture 2). It's not only eaten in people's daily life, but also becomes a festival food on the third day of the third lunar month to remember the ancestors and wish for a harvest. Except being a food, it's also a nourishment. It contains thirty nutrient elements, 28% of folic acid is good for the pregnant women, 2.7% of aminobutyric acid can soften the blood vessels, lower the blood sugar and

lipids, and the 0.8% of elements help fight against cancer. People who taste Ningde's She ethnic black sticky rice can not only feel the ethnic culture, but also benefit from the health. Wish you enjoy and have a good health.



Picture 1. sticky rice soaked in Wuren tree's leaves then steamed



Picture 2. black sticky rice mixed with nuts, red dates, etc.

3.2. Menu translation

With the efforts of the representative inheritor Wu Liqiang and his team, Ningde's She ethnic black sticky rice is welcomed by multiple restaurants in various cities in Fujian Province, and it has made many franchisees joined to sell Ningde's She ethnic black sticky rice in the tourist attractions both inside and outside Fujian Province. In the restaurants and tourist attractions, foreign people can be met. In order to make the foreign people have a good experience on tasting Chinese food, it's necessary to let them know the food's name and other introduction. It's easy and simple to show Pinyin or use literal translation to tell the food in English. But for the consideration of sharing Chinese intangible cultural heritage, including its dietary culture and nutrient values, the translation of Ningde's She ethnic black sticky rice in a menu is suggested to show the name in English with some explanation and its picture, and the information cannot be much with many words. As a menu, it should be simple and clear to show the food. With the liberal translation plus the picture, it will be helpful for the foreign people to know its name, cultural connotations and values clearly, which is also easier for them to remember it after watching the picture. The following English version of the menu is a reference for the translation of Ningde's She ethnic black sticky rice, and the picture is added in the menu to help the foreign people understand clearly and intuitively.

English Version of the Menu

Name: Ningde's She ethnic black sticky rice

Main ingredients: sticky rice, Wuren tree's leaves

Mixed ingredients: preserved date, candied melon, peanut and red date, etc. (sweet or salty up to your flavor)

Nutrient values: 28% of folic acid (good for the pregnant women), 2.7% of aminobutyric acid (soften the blood vessels, lower the blood sugar and lipids), 0.8% of elements (against cancer).

Dietary culture: Ningde's She ethnic food, also a festival food eaten on the third day of the third lunar month to remember She minority's ancestors and wish for a harvest. Its making craft is included in Fujian's intangible cultural heritage list.



Picture 3. popular flavor is sweet with preserved date, candied melon, peanut and red date

3.3. Make English subtitles

By the internet and the use of smartphones, the world is frequently connected. People around the world can enjoy a variety of information. For Liqiang business department of Ningde's She ethnic black sticky rice, the representative inheritor Wu Liqiang and his team make videos to introduce Ningde's She ethnic black sticky rice by TikTok. In the videos, the Chinese subtitles are showed together with the speaking. Chinese people know what these videos are about even make the Chinese subtitles deleted. But for the foreign people, if they cannot understand Chinese, the videos shared in TikTok would be a wasteful information, and it lost a chance to make international publicity translation of Ningde's She ethnic black sticky rice. Online platform should be a good way to make people around the world get to know what is shared. With the internet, people in the world can know any information quickly and easily. TikTok is a short video social software. The appearing time of the video is short, and the information showed is with less words, so it's convenient for people to entertain and enjoy watching the videos in their fast-paced life. Out of China, many overseas Chinese and foreign people watch TikTok videos. As TikTok is also popular among foreign people, it can be a good opportunity to make it a tool introduce Ningde's She ethnic black sticky rice and share Chinese intangible cultural heritage.

Videos related to Ningde's She ethnic black sticky rice must be many with different information at any time. It is not wise to make one translator to take the responsibility of the international publicity translation. A translation team is suggested to work together making the videos have English subtitles matched. If several videos are made in a short time, the translating work should be taken in charge by different translators, and each translator can exchange the proofreading to make the English subtitles readable and acceptable. With the translation teamwork and proofread English subtitles, the videos shared in TikTok are successful to make foreign people know and make a willing to taste Ningde's She ethnic black sticky rice. The following English subtitles are a reference for the video about visiting the first direct experience store "Mi Xiao Wu" opened in Wenzhou.

English subtitles showed in the video visiting the store "Mi Xiao Wu": "Mi Xiao Wu" is the first direct experience store of Ningde's She ethnic black sticky rice opened in Wenzhou. It attracts many people come to visit. The store assistants are wearing She ethnic clothes to welcome the customers and invite them to taste the black sticky rice. In the store, different flavors and packages of Ningde's She ethnic black sticky rice are displayed. From the customers' satisfactory smile and thumb-up gesture, it can tell the delicious taste of Ningde's She ethnic black sticky rice. Pleased to welcome more people come and taste.

4. Conclusion

Chinese intangible cultural heritage represents the essence of the country's culture. It's China's cultural treasure. And it is also one part of the world's culture achievements. Intangible cultural heritage indicates people's wisdom and hard-working. It is an important heritage asking for the respect and protection. People all have the responsibility to inherit it from generation to generation. For different groups of people, it is beneficial to learn from each other to enrich their own culture, promote the development, and enhance the identification, thereby forming a harmonious relationship [3]. Different country's communication of intangible cultural heritage can make mutual benefits for each other's cultural development. China, a large country with the maximum quantity of intangible cultural heritage, it's worth of sharing intangible cultural heritage with all mankind for the global development in the era of international communication. International publicity translation of Chinese intangible cultural heritage can make more foreign people who are interested in Chinese culture further understand Chinese culture [6].

This paper takes a case study of introducing and translating Ningde's She ethnic black sticky rice, discussing three ways of international publicity translation to make Ningde's She ethnic black sticky rice be known globally, so as to share Chinese intangible cultural heritage with the people around the world. In order to consider the current promotion forms and the future development of Ningde's She ethnic black sticky rice, this paper points out three suggestions of international publicity translation, namely brochure translation, menu translation and make English subtitles. The reference of translation is respectively provided in the brochure, menu and subtitles. In the process of making efforts on international publicity translation, the translator tries the best to understand this intangible cultural heritage in all aspects. With the specific reference of translation, the translator works hard to apply suitable translation strategies, acts as a disseminator and plays the subjective role to make the international publicity translation a responsibility. Like the inheritor will continue to inherit and promote Chinese intangible cultural heritage, the translator will keep working on international publicity translation and make the sharing of Chinese intangible cultural heritage come true.

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