

On the External Communication of Characteristic Catering Culture

-- A Case Study of Bengbu City of Anhui Province

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Abstract: Catering culture is considered as one important part of Chinese civilization. Its external communication is helpful to promote the foreign exchange of Chinese traditional culture and the development of catering industry. Bengbu City is rich in characteristic catering cultural resources. It is advisable to take multiple measures to explore effective ways of external communication, enhance the reputation of Bengbu catering culture, enhance the soft power of Bengbu culture, and transform the characteristic catering culture into significant social, economic and cultural benefits.

Keywords: Catering Culture; External Communication; Translation.

1. Introduction

Cultural soft power is the core element of comprehensive national strength. Today's China pays more attention to building and promoting the strategy of cultural power, and encourages the traditional culture of the Chinese nation to "go abroad". Local characteristic catering is an important carrier of culture "going abroad" and is closely related to folk culture. Its external communication belongs to cross-cultural communication activities, which has an unparalleled positive effect on cultural prosperity and construction, and belongs to the effective path of external cultural communication. Bengbu City is located in the Huaihe River Basin and is one of the central cities in the area, where the northern and southern cultures integrate with each other. Therefore, Bengbu City is rich in characteristic catering cultural resources, such as "Crabs in Tuo Lake", "Tenderloin Wrapped in Flat Bread", "Four-color Yuanxiao in Milky Soup with Fermented Glutinous Rice", "Braised Chicken", "Bengbu Style Crayfish", "Bengbu Spicy Soup", "Huaiyuan Pomegranate", "Huaiyuan Pomegranate" and so on. Its characteristic catering external communication can promote the exchange, interaction and common development of the characteristic culture of the Huaihe River Basin and the world culture, so that the people of other countries can experience the regional culture and folk customs of Bengbu. It is also an important theme of building Bengbu's characteristic tourism culture.

In the process of gradually moving towards the world, the characteristic catering culture will face many opportunities and challenges, which can also make the local catering industry progress and improve. While inheriting the traditional production skills, Bengbu's catering industry can draw on the essence of food culture around the world and learn from the advantages of foreign characteristic catering production methods. Bengbu is located at the junction of north and south of China, and the catering here also has the characteristics of the integration of north and south of China. The catering industry has developed smoothly in recent years, and the intensity and pace of the external communication of characteristic catering can be accelerated. As to Bengbu, it

can add new vitality to its own characteristic catering and enhance the development of its catering industry. It also contributes to local economic development.

2. Problems Existing in the External Communication of Bengbu's Characteristic Catering Culture

2.1. Lack of Foreign Language Version

The basis of external cultural communication is the media. The perception of foreign culture is inseparable from the description of images, pictures, texts and other information. For foreign tourists whose mother tongue is not Chinese, accurate translation is the best window to perceive Bengbu's characteristic catering culture. At present, the primary problem in the external communication of Bengbu's characteristic catering culture is the lack of systematic translation materials. The vast majority of catering culture display only in Chinese language; the translation of the existing special catering information mainly focuses on the sign language; the contents of the publicity materials for the introduction and reflection of Bengbu's catering culture are outdated; the English versions are lacking in portal website, microblog, travel guide, product catalogue, publicity materials, advertisement, news, menu, poster, souvenir, vehicle, column and so on. This lack has hindered the pace of external development of Bengbu's characteristic catering industry.

2.2. Cross-cultural Information Transmission Errors in Translation

The essence of translation of characteristic catering culture is to promote the local tourism culture and enhance the world influence of the culture. Therefore, as to translating Bengbu's characteristic catering culture, it is necessary to first base on the native culture, deeply analyze its cultural connotation, focus on its cultural characteristics, retain its cultural characteristics, and finally achieve the purpose of spreading culture. In addition, due to the great differences between Chinese and Western cultures, there are also many differences

in the language culture and thinking logic habits of Chinese and Western readers and consumers. English catering texts focus on the transmission of objective information, which requires rigorous grammar and clear logic. The description of food focuses on concise, objective and dynamic description. However, Chinese catering texts are often full of beautiful words, such as similes, metaphors, exaggerations, personifications, parallelisms, etc., which integrate humanistic allusions, and pay attention to historical evolution, cultural heritage and social influence. Therefore, in the translation practice, the translator should not only pay attention to the transmission of cultural information, but also fully consider the readers' acceptance ability and pragmatic habits, and make corresponding adjustments to the text structure and sentence pattern to achieve the optimal translation effect.

3. Promotion Strategies of External Communication of Local Characteristic Catering

3.1. Accurately Conveying Cross-cultural Information of Characteristic Catering

The essence of the external communication of characteristic catering culture is cross-cultural communication. Intercultural communication refers to the exchange and collision of information with different culture backgrounds. The characteristics of culture are compatible, dynamic and updated. The folk customs, value orientation and moral norms of any nation are in dynamic change. Cognition and understanding of different cultures is the basis of successful intercultural communication. A single interpretation according to one's own cultural background, mode and way of thinking is bound to lead to pragmatic failure and improper communication. Therefore, how to translate the characteristic catering culture is crucial to the accurate transmission of cultural information. This requires the translator not only to be familiar with the local catering culture and understand the target language culture, but also to be able to successfully realize the deciphering and conversion between different cultures. Successful translators should not only respect local culture and effectively convey local cultural information, but also take into account the language habits, customs, traditions, cultural differences and cultural taboos of the target language, so as to achieve mutual understanding and respect between different cultures, so as to give full play to the expected function of the translation and achieve the purpose of barrier-free cross-cultural communication. Under the background of cross-cultural communication, the translation of Bengbu's characteristic catering culture needs to follow relevant principles.

3.2. Making Full Use of Various Translation Strategies to Create Effective Translation Versions

The names of the dishes and snacks involved in the catering culture are mainly based on the raw materials, cooking methods and related persons and places. It is essential to consider that raw materials and cooking methods can be conveyed in the translation to intuitively convey the attributes of the dishes and reflect the characteristics of the food materials. At the same time, it is essential that the translation should conform to the expression habits of the target language

audience and is easy to understand. According to the changes of cross-cultural content and communication situation of catering information, it is necessary to employ a variety of translation strategies flexibly. Domestication and alienation, transliteration and annotation, transliteration and free translation, omission, adaptation, amplification, free translation, and other translation strategies can be flexibly adopted in practice to efficiently deal with the transmission of characteristic catering cultural information of Bengbu. Through a variety of translation methods, the local catering culture can be translated beyond expectation, so as to help the effective dissemination of local culture.

3.3. Taking Advantage of Media and Related Platforms to Promote the External Communication of Characteristic Catering Culture

The diversity of media has greatly broadened the channels of communication and enabled information dissemination to penetrate into all aspects of life. Making full use of various media to create an all-round and multi-modal extraterritorial communication mechanism is an effective way to improve the extraterritorial communication effect of characteristic catering culture. Bengbu's characteristic catering should accelerate the pace of informatization, and strengthen extraterritorial publicity through paper media, TV media, websites, self-media, social media or short video platforms. What's more, it's advisable to publish Bengbu food tourism related content, develop local specialties of Bengbu food, make foreign language menus, and provide foreign language services, so as to establish the awareness of extraterritorial communication of Bengbu catering enterprises, and regard foreign consumers as potential consumer groups in terms of publicity and marketing goals. It is expected to create a distinctive Bengbu's characteristic catering brand by relying on the media as a platform.

3.4. Government Departments' Effective Measures to Create a High-quality Characteristic Catering Translation

Relevant government departments should give full play to the advantages of professional resources of colleges and universities. It's necessary to strengthen the cooperation with universities and actively make full use of the translation talents and resources of universities. At the same time, colleges and universities with the advantages of translation disciplines and talent resources should strengthen the construction of foreign publicity translation majors, take the initiative to serve the local areas, increase the training of foreign publicity translation talents, and improve the translation quality of Bengbu's characteristic catering culture. Relevant government departments also need to attract more excellent translation talents to serve Bengbu from the aspects of salary, promotion, environment and development. In the future, the government departments and universities in Bengbu area can carry out in-depth translation cooperation, so as to strengthen the translation research of Bengbu's local characteristic catering culture, especially from the aspects of the traditional folk culture, market internal and external environment, industrial development trend and other factors. At the same time, it's advisable to set up a special translation management department or working team of Bengbu's characteristic catering, and establish a professional and high-

level translation team to engage in the translation of Bengbu's characteristic catering culture, which is responsible for standardizing and guiding the translation of Bengbu's characteristic catering culture. It is necessary to cooperate with urban culture and tourism management departments to correct errors and improper English translations and provide normative suggestions. It's also necessary to do a good job in improving the translation level of interpreters and standardizing the translation behavior of interpreters. Through these ways, the enthusiasm of the general public and foreign tourists to participate in translation supervision can be mobilized. Through the above measures, it's expected to improve the quality of translation of foreign publicity materials, expand the acceptance and trust of Bengbu's characteristic catering culture, and enhance reputation and competitiveness of Bengbu.

3.5. Encouraging Social Supervision and Public Participation

The dissemination and translation of catering culture has a significant and profound effect on catering industry. Strict and effective supervision in translation activities is a necessary and effective quality inspection of translation, which can provide an important guarantee for the translation quality. It is required to strengthen the publicity of the importance and value of the standardization of the dissemination and translation of catering culture, at the same time, it is of great use to advocate and encourage social supervision so as to raise public awareness of dissemination and translation of Bengbu's characteristic catering culture. Furthermore, such methods can be adopted containing learning from the mature practices of advanced regions in China, carrying out translation error correction activities, and offering rewards or collecting translations with awards. These ways can effectively enhance the enthusiasm of general public to participate in translation supervision and promote healthy development of Bengbu's characteristic catering culture. In addition, it will be significant to encourage public to carry out and participate in various forms of dissemination and translation activities of Bengbu's characteristic catering culture, such as forums, expositions, festival activities and voluntary services related with the theme of catering culture, so as to create a strong atmosphere and make the characteristic culture continue to move on and prosper.

4. Conclusion

The external communication of characteristic catering culture can show the charm of local characteristic cultures, promote cultural integration and highlight the unique charm of Chinese civilization. The main purpose of the external communication of Bengbu's characteristic catering culture is to promote the external communication of local culture

through language conversion, enhance the soft power of Bengbu's culture, and promote the strategic goal of Bengbu's tourism. Through some practice and exploration, some obvious achievements have been made in the external communication of Bengbu's characteristic catering culture, but the overall exploration in this field is still in its infancy. The theoretical research and practice are relatively lagging behind, and there are still some problems in the communication effect, and the shortcomings are obvious. Therefore, through further research and exploration, it is necessary to improve the communication strategy, optimize the communication practice, consolidate the internal and external guarantee of communication, and ensure the quality and efficiency of communication, so as to effectively improve the external communication results of catering culture in this field, enhance the international influence of Bengbu's culture, and build an effective, wide-coverage and fast-transmission external communication culture system. Enhancing Bengbu's extraterritorial visibility and reputation will help deepen Bengbu's development strategy as a strong tourism city and transform it into huge social, economic and human benefits.

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