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Enhancing the International Communication Effectiveness of "The Spirit of Lei Feng" in Anshan: A Study of the External Propaganda Strategy of "Guo Mingyi's Story" from the Perspective of Eco-translatology

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Abstract: As an important part of the fine traditional culture of the Chinese nation, the "spirit of Lei Feng" has always been an important content of domestic propaganda. With the continuous deepening of globalization, how to effectively spread this cultural phenomenon with Chinese characteristics to the international community has become an urgent problem to be solved. *The Story of Guo Mingyi* is a typical work that demonstrates the "spirit of Lei Feng". By applying the theoretical framework of ecological translation to its external publicity strategy research, exploring its translation strategies in terms of language, culture, and communication, and proposing targeted suggestions and measures, we can not only enrich and develop the theoretical system of ecological translation, but also enhance the international communication effectiveness of the "spirit of Lei Feng" in Anshan, promote the international dissemination of Chinese culture, and provide useful reference and enlightenment for the international dissemination of other cultural phenomena.

Keywords: "The Spirit of Lei Feng"; International Communication Effectiveness; The Story of Guo Mingyi; External Propaganda Strategy; Eco-translatology.

1. Introduction

The "Government Work Report" of the First Session of the 14th National People's Congress clearly states: "Cultivate and practice the core socialist values. ... Solidly promote the deep integration of media. Enhance the effectiveness of international communication. Strengthen and innovate the content construction of the internet. Promote the fine traditional Chinese culture..." The report of the 20th National Congress of the Communist Party of China states: "We should strengthen the capacity for international communication, comprehensively enhance the effectiveness of international communication, and form an international voice that matches our comprehensive national strength and international status." The overseas promotion and translation of the "spirit of Lei Feng" in the new era is an important window for the world to understand traditional Chinese culture. However, there is still a relative lack of research on the overseas promotion of excellent traditional Chinese culture and the **spirit**. Research on Anshan is even rarer, unable to fully leverage the role and influence of excellent cultural traditions and the **spirit** in the "going out" of Chinese culture.

Currently, eco-translatology has become a widely used academic argument in overseas promotion culture. Zhao Juan (2022) studied the eco-translatology of English translations of Tang poetry. Lai Chengyao (2023) discussed the translation strategies of science fiction novels from an ecological perspective, using "The Wandering Earth" as an example. Under the wave of overseas promotion of culture, many translators have applied eco-translatology in practical applications such as poetry, teaching, enterprises, books, news headlines, and public signs. This demonstrates the applicability of eco-translatology to cultural translation and overseas promotion work. However, research on overseas promotion of revolutionary culture, communicating the "spirit of Lei Feng," and telling stories of individuals is relatively rare.

This study attempts to analyze the English translation of "The Story of Guo Mingyi" from the perspective of "three-dimensional transformation" based on eco-translatology, and provides relevant suggestions for building a communication bridge between the original author, translator, and readers. The aim is to enhance the adaptability of the translation, better inherit the "spirit of Lei Feng," and improve the international communication effectiveness of Anshan.

2. The Theory of Ecological Translation and Construction of External Publicity Discourse System

(1) The theory of ecological translation

Through the study of ecology, Hu Gengshen first proposed the concept of "Eco-translatology," which provides a new theory for translation practice from an ecological perspective based on linguistics. The core of Eco-translatology theory lies in "adaptation" and "selection". The method of ecology is applied to cultural translation, reinterpreting translation activities through the interpretation of related terminology and concepts, as well as from the perspectives of translation ecology, text ecology, and translation community ecology. Rooted in Chinese traditional culture, Eco-translatology is an ecological paradigm and research field guided by ecological holism and Eastern ecological wisdom, where "translation is adaptation and selection". Eco-translatology emphasizes multidimensional adaptation and selection in linguistic,

cultural, and communicative dimensions, applying the "life-oriented" way of thinking of text vitality, translator survival, and translational ecology interaction integration.

(2) The construction of the external publicity discourse system of the "spirit of Lei Feng"

With the development of the times, the meaning and denotation of "Lei Feng spirit" are also constantly developing and enriching. The construction of the publicity discourse system of "Lei Feng spirit" should be closely combined with the characteristics of the times and social needs, continuously innovate the expression methods and contents, so that "Lei Feng spirit" can glow with new vitality and vitality under the new era. From the perspective of ecological translation, there are three basic principles below.

Multidimensional Integration Principle

The Multidimensional Integration Principle refers to the translator's pursuit of integrated adaptability and selection in translation from multiple dimensions, including linguistic, cultural, and communicative aspects, while considering the adaptability of other factors in the translational eco-environment. In practical translation, this principle is realized through the "three-dimensional transformation" approach, where the translator has the responsibility to establish connections between the source language and the target language in terms of linguistic, cultural, and communicative ecology, enabling the translated text to integrate into the translational eco-environment of the target language.

Survival of the Fittest Principle

For external publicity translators, the key is to adapt to the entire translational eco-environment. This "translational eco-environment" refers to the world presented by the source text, source language, and target language as a whole, encompassing macro-level factors such as language, culture, communication, and society, as well as micro-level factors such as readers, authors, and clients in a dynamic interactive system. Only translations that adapt to the requirements of the entire translational ecosystem environment to the greatest extent will achieve the optimal "fitness" and gain recognition and admiration on the widest scale, following the principle of "survival of the fittest."

Ecological Balance Principle

The external publicity ecosystem is constantly changing, developing, and flowing, constituting a dynamically balanced system. Ecological translation studies emphasize ecological balance at three levels: macro-level coordination and balance between the translational ecology and other social ecosystems; meso-level balance among the various subjects involved in translation activities; and micro-level balance within the textual ecology, including linguistic, cultural, and communicative ecological balances. It is only when these various factors and elements maintain a state of balance and harmony that effective construction of external publicity discourse can be ensured.

3. Analysis of the Translation Strategies of Guo Mingyi's Story from the Perspective of "Three-Dimensional Transformation"

In this section, materials will be collected and organized from the perspective of ecological translation studies. Based on the principle of "multi-dimensional adaptation and adaptive selection," we will analyze the story of Guo Mingyi from the perspective of "three-dimensional transformation." Combining the basic characteristics of "survival of the fittest" and "ecological balance," we will focus on studying the adaptive selection and transformation of language, culture, and communication dimensions. From the practice of external promotion translation of Guo Mingyi's Story, we will identify specific issues and propose relevant coping strategies. The specific process is shown in the following figure.



Figure 1. Research Process of Ecological Translation Studies in the Perspective of "Guo Mingyi's Story"

"Three-dimensional transformation" is considered as the basic translation method under the principle of "multi-dimensional selective adaptation and adaptive selection". Translation is a process involving the "ternary relationship" between the original work, the translator, and the target language reader. "Translation is adaptation and selection",

which means the translator's selective adaptation and adaptive selection. As a harmonious symbiotic organic whole, the translation ecology and translation environment have dynamic, hierarchical, and individual characteristics. Therefore, as translators performing translation duties, they must consider various elements of the translation ecology and translation environment, strive to adapt to the translation ecological environment, and make translation choices that follow the dynamic laws of translation ecology. The "three-dimensional" transformation emphasizes that translators should achieve multi-dimensional transformation from the source text to the target text under the principles of "adaptation and selection" and "survival of the fittest" during the translation process, and achieve "ecological balance" from the perspectives of linguistic dimension, cultural dimension, and communicative dimension.

(1) Improper adaptive selection and transformation of language dimension

The transformation of "language dimension" refers to the adaptive selection and transformation of different levels of language expression forms. The transformation of "language dimension" requires translators to respect the characteristics of the target language, and the grammar structure, expression methods, text rhetoric, etc. used should conform to the target language environment. Both English and Chinese have different ways of thinking and expressive habits, and attention should be paid to the differences in language expression and stylistic style when promoting them externally.

Therefore, improving the accuracy of the English translation of Guo Mingyi's Story is a crucial part of its external promotion culture. However, in the transformation of the language dimension of external promotion texts, there are still errors in the transformation of language symbols and language expressions.

For example, differences in writing habits lead to errors in language expression transformation, mainly because the translator's language skills are insufficient and they cannot fully adapt to the bilingual ecological environment.

Example：从开始的“郭大哥”“郭师傅”， 到“郭大爷”，人们对他的称呼多种多样。从“郭大傻”、“郭大侠”，到“郭大使”，他被越来越多的人铭记。

From "Brother Guo", "Master Guo", to "Grandpa Guo", there are many ways people refer to him; From "Guo Dasha" and "Guo Daxia" to "Ambassador Guo", he is being remembered by more and more people.

The language symbol "Guo DaYe" here is translated into "Grandpa Guo", which is clearly not precise enough. "Guo DaYe" is a respectful address for an older male in Chinese, usually indicating respect and closeness to the person addressed. When translating this title, we need to maintain this respectful tone and convey the original meaning of the Chinese as much as possible.

Therefore, a more appropriate translation would be "Guo DaYe" or "Uncle Guo". In this translation, "Guo DaYe" is a direct translation of "Guo DaYe", while "Uncle Guo" attempts to express the respect and closeness similar to "DaYe" in English. In most Western cultures, the word "Uncle" is commonly used to address older male relatives or friends, conveying a sense of closeness and respect similar to "DaYe" in Chinese.

Of course, there are also issues related to language dimensions such as letter case, punctuation, format, and spelling errors, which are mainly caused by a lack of responsibility or negligence of the translator or staff.

(2) Low the adaptive selection transformation degree of "cultural dimension" .

"Cultural dimension" requires that external propaganda discourse pay attention to the overall cultural system of the source language and target language when making adaptive selection and transformation, focusing on the transmission and interpretation of cultural connotations in different contexts.

That is, the translator must understand the main idea of "Guo Mingyi's Story", accurately convey the excellent cultural traditions unique to China in "Guo Mingyi's Story", and at the same time must understand the profound connotations of the culturally loaded words contained in it. They should adopt appropriate translation methods to ensure that they can be accurately conveyed to the target readers when translating from Chinese to English, avoiding obstacles in cross-cultural communication and avoiding obscure and culturally lacking translations. This can achieve effective cultural communication.

Generally speaking, there are several reasons for inaccurate translation.

First, the translator's lack of understanding of the culture of the source text or the target text leads to cultural misreading.

Eample ： 郭明义： 心态有过变化。 刚“出名”时，“飘”过，觉得自己挺厉害。幸亏后来挺住了，没“摔死”。我是通过不断地学习、净化灵魂，不断“洗洗澡”，修正了自己。

Guo Mingyi: The mentality has changed. When I was first “famous”, I “floated” and felt that I was quite powerful. Fortunately, I survived and didn't "fall to death". I corrected myself by constantly learning, purifying my soul and constantly "bathing".

Here, the translation of "bathing" ignores the cultural background of Chinese and is just a general literal translation. Following the cultural information implied in the original text, it should be translated as: Fortunately, I managed to stay humble and didn't make any mistakes that could have caused me to trip up.

Secondly, the translator made a mistake in cultural transformation due to the failure to adapt to the cultural ecological environment of the target language.

Example：工友们口中的郭师傅在工作中一丝不苟，是个没有节假日的“拼命三郎”。在鞍钢这片雷锋曾经奋斗过的热土上，郭明义一干就是40年。

Master Guo, as the workmates call him, is meticulous in his work and is a “desperate saburo” without holidays. Guo Mingyi worked for 40 years in Angang, a hot spot where Lei Feng once struggled.

The translation of "desperate saburo" here completely fails to reflect the environment and background of Guo Mingyi, which is obviously caused by a cultural translation mistake.

In Chinese, "拼命三郎" is a metaphorical expression used to describe someone who is very determined and willing to go to any lengths to achieve their goal, regardless of the cost. When translating it into English, it is important to consider its original cultural implications and charm. Two possible translations are "a man who fights tooth and nail" or "a person who is ready to go to any lengths to achieve his goal".

Both translations can convey the positive, determined, and unyielding spirit implied in "拼命三郎", and the specific choice should be made based on the context and setting. In this article, the second translation is more suitable for the context of "The Story of Guo Mingyi".

(3) Insufficient adaptive selection transformation of the communication dimension

The "communication dimension" refers to the importance of focusing on the communicative intentions between the source language and the target language during the process of external communication. This dimension not only concerns the conversion of linguistic symbols and cultural information, but also focuses on whether the communication goals are achieved. In terms of the communication dimension, the external communication process should emphasize the realization of the communicative intentions of the original text, maintaining the communicative ecological balance between the original and translated texts. During the translation process, translators should clarify the excellent cultural traditions and spirit conveyed in "Guo Mingyi's Story," emphasizing the accurate transmission of the original text's rhetorical features and emotional coloration. This approach can better promote the construction of international communication capabilities, telling Chinese stories well, presenting a true, three-dimensional, and comprehensive picture of China, enhancing the country's cultural soft power, and promoting the spread of Chinese culture to enhance cultural confidence.

First, the expression of proper nouns should be consistent. The following is an example of a proper noun that is expressed quite aptly.

Example: 2010年，鞍山市委号召向郭明义学习，至今整10年。10年间，他被授予“全国优秀共产党员”“当代雷锋”等荣誉称号，当选为中央委员会候补委员和全国总工会兼职副主席。

In 2010, the Anshan Municipal Committee called for learning from Guo Mingyi, and it has been 10 years since then. In the past 10 years, he was awarded the honorary titles of "National Excellent Communist party member" and "Contemporary Lei Feng", and was elected as alternate member of the Central Committee and part-time vice chairman of the All-China Federation of Trade Unions.

Here the expression of proper nouns such as "part-time vice chairman of the All-China Federation of Trade Unions" is relatively accurate and meets the basic requirements of the communicative dimension.

Secondly, the political stance of the original text is distinct, and the translator should pay attention to the political stance of the original text when translating, maintaining the ecological balance of bilingual communication. The effect of expression can be seen from the following text.

Example:有人问：“老郭，你这么做，图什么？”“图什么？在党旗下宣誓的那一刻起，我就选定了自己的人生道路，要实践对党的誓言，就像父母抚养子女、儿女孝敬老人一样，是天经地义的事。”这是郭明义的回答。

Someone asked, "Lao Guo, why are you doing this? What are you doing this for?" "What am I doing this for? From the moment I took the oath under the party flag, I chose my own life path. It is only natural that I should fulfill my oath to the party, just like parents raising their children and their children honoring the elderly." This is Guo Mingyi's answer.

Thirdly, publicity materials often feature narrative elements, and their language expressions often utilize rhetorical devices such as parallelism, personification, and other rhetorical devices. They are rich in idiomatic expressions and use flowery language. In contrast, English texts tend to be more concise. Therefore, translators may make appropriate omissions to achieve the same communicative intent in the target language environment.

Example:他把走雷锋道路作为自己的人生选择，甘当矿石，善小而为，追求纯粹，时时处处发挥共产党员先锋模范作用，矢志不渝地传承雷锋精神。

He took the road of Lei Feng as his life choice, being willing to be an ore, being good and small, pursuing purity, always playing the vanguard and exemplary role of Communist party member, and unswervingly inheriting the spirit of Lei Feng.

4. Establish a Close Link between the Original Author, Translator and Reader

(1) Increase annotations and background introductions

In addition to doing a good job in translation, it is also possible to add page annotations and backgrounds as needed in the "three-dimensional transformation".

Excellent literary works cannot be separated from the historical backgrounds of the characters in the book, and to deeply grasp the author's true intentions, it is even more important to understand the author's environment. Background is crucial in literary works, so translators need to pay attention to annotating the author and the characters' backgrounds, but they should not go into detail about their lives, and they should grasp the degree of detail in describing the character backgrounds.

(2) Establish a reader feedback mechanism

Establish a reader feedback mechanism, sort out language errors that do not convey the intended meaning, and summarize common language and cultural expressions in the translated language.

"Reader feedback" mainly refers to "evaluations and opinions of the translation from the outside world. Readers can be general readers, expert readers, or clients, publishers, or commentators related to translation activities". Based on the spirit of Lei Feng and the characteristics of Guo Mingyi's story text translation, the work can be sent to a review panel composed of translation experts to evaluate the quality of the translation from the perspective of "three-dimensional" adaptive selection and transformation. Secondly, it is also possible to establish relevant official WeChat public numbers, supervision telephones, email addresses, and other contact information, inviting English-speaking readers and foreign readers to provide opinions or suggestions. Finally, it is necessary to further supervise the production and typesetting of external promotion texts to avoid typographical errors such as spelling errors and over-translation in the linguistic dimension caused by staff negligence or lack of English proficiency. In response to feedback from the review panel, English-speaking readers, and foreign readers, active rectification should be carried out to effectively address many errors that arise in the translation of the text.

Building a reader feedback platform and establishing a bridge between the original author, translator, and reader is also a bridge between cultures.

5. Conclusion

The research background of this paper covers multiple levels including domestic, international and academic, and has important practical significance, era value and academic significance. Ecological translation theory points out the direction for exploring the external propaganda translation of

Guo Mingyi's Story. Through the research on the ecological translation perspective of the external propaganda strategy of Guo Mingyi's Story, it provides a path for improving the international communication efficiency of "the spirit of Lei Feng" in Anshan, which meets the needs of the era of "going out" of Chinese culture. In the practice of external propaganda and translation introduction, the application of ecological translation theory can ensure that the original text still has its own cultural attributes and meaning after being translated into the target language, which can better promote the international communication of Chinese culture and the development of ecological translation studies.

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