

**ATINER's Conference Paper Proceedings Series**

LNG2019-0146

Athens, 21 August 2019

**The Study of Pragmatics and Translation—  
International Publicity Translation**

Xuan Cao & Dan Cui

Athens Institute for Education and Research  
8 Valaoritou Street, Kolonaki, 10683 Athens, Greece

ATINER's conference paper proceedings series are circulated to promote dialogue among academic scholars. All papers of this series have been blind reviewed and accepted for presentation at one of ATINER's annual conferences according to its acceptance policies (<http://www.atiner.gr/acceptance>).

© All rights reserved by authors.

**ATINER's Conference Paper Proceedings Series**

LNG2019-X0146

Athens, 21 August 2019

ISSN: 2529-167X

**Xuan Cao**, Student, Harbin Engineering University, China

**Dan Cui**, Associate Professor, Harbin Engineering University, China

**The Study of Pragmatics and Translation—  
International Publicity Translation**

**ABSTRACT**

Pragmatics originates from philosophy and logic. It studies the comprehension and use of language, studies specific discourse in specific situations, and especially focuses on how to understand and use language in different communicative environments. Translation is a cross-cultural communication activity. Translation studies are closely related to pragmatics. The rapid development of pragmatics will inevitably influence and promote translation activities. Translation is a cross-cultural communicative activity, involving not only the conversion of two languages, but also the exchange of two cultures. Pragmatics is the study of the specific use of language in a specific context. It is the knowledge of understanding and using language. Both translation and pragmatics are concerned with the understanding, expression and use of language. Translation is the research object and application object of pragmatics. From another point of view, the validity of pragmatics theory can also be tested in the field of translation. The application of cognitive linguistics in English translation can provide an effective way for English translation. In the process of translating English texts in cognitive linguistics, English translation is inspired by its own advantages. Under the guidance of Universal Pragmatics, it is a poly systematic and dynamic theoretical system with language as its ontological study, syntactic-semantic pragmatic model of linguistic analysis as its methodology and absorbing and internalizing various pragmatic theories.

Keywords: linguistic analysis; pragmatics; translation studies

Acknowledgments: Our thanks to Harbin Engineering University for allowing us to display our research in this paper which is funded by the International Exchange Program of Harbin Engineering University for Innovation-oriented Talents Cultivation.

## **Introduction**

Cross-cultural pragmatics theory to give a guidance international publicity translation as a combination of pragmatics and cross-cultural communication between, cross-cultural pragmatics research people under different cultural background of nonverbal behavior in cross-cultural communication show different characteristics due to social form the aspects of differences between Chinese and western culture, brought translation international publicity a certain difficulties, therefore, international publicity in the translation process should fully understand and grasp the Chinese to English two language carries culture is different, in order to achieve the best effect of translation. In terms of the content of cross-cultural pragmatics research, it can provide theoretical support for the translation of international publicity and exert a positive influence on the further improvement and development of the translation theory of international publicity .To international publicity actually has a positive role in guiding translation at the same time, promote the benign development of the international publicity translation in China is a developing country, is not a great power, from big to power is still a long way to go, just a little distance of insurmountable including improve the image of the country and the cultural soft power in contemporary international relations, the comprehensive national strength of a significant position and role of culture is one of the features highlighted as a result, establishing good image of the country to expand the international influence of the Chinese culture to improve the country's cultural soft power has become an important strategic task in our country. In this process, international publicity or international communication is a long way to go.

## **Research Methods**

This paper adopts the methods of literature analysis and case analysis. Based on the previous research results, this paper applies the theory of cross-cultural pragmatics to the practice of international publicity translation, and hopes to exert a positive influence on it. On this basis, this paper tries to summarize the macro-guiding significance of cross-cultural pragmatics for international publicity translation and makes an in-depth study of specific translation strategies.

## **The Definition of International Publicity Translation**

In terms of the meaning of "international publicity", to put it simply, international publicity is information or actions that are intended to attract the foreign attention to a specific country. International publicity translation is a special form of translation, refers to in the context of globalization in order to let the world understand China for the purpose of Chinese as the source of

information, English and other foreign languages as the information carrier, to a variety of media as a channel to foreign people as the object of communication activities.

On the premise of following the common principle of translation, we can understand it from the perspective of broad and narrow sense. In a broad sense, international publicity is all-encompassing, covering almost all translation activities, including translation activities related to international publicity in all walks of life and departments at all levels, that is, the translation concept of "big international publicity", as is often said. In a narrow sense, international publicity includes a variety of media reports, the introduction of government documents announcements, Government and enterprises and institutions, the translation of public signs, information materials and other practical style. Specifically, the narrow sense of international publicity, especially for international publicity, mainly to foreigners as the object of propaganda, the dissemination of China's real situation, in opening up to the outside world to play a leading role, the main task is to serve the economy, promote openness, promote China, establish an image. This paper focuses on the narrow sense of international publicity.

### **The Characteristics of International Publicity Translation**

International publicity translation is a kind of translation practice which takes the audience of foreign readers as the center and translates the source information into the target language with communicative translation as the main means. Its content covers social, cultural and other aspects. In the process of translation, foreign translation should not only conform to the general translation criteria, but also have different requirements. The text of the international publicity translation determines that the translation of international publicity pays attention to science, rigour, correctness and flexibility. At the same time, we should take into account the influence of the translation on the cultural ideology among the readers of the translated language. The reader of the foreign translation is an ordinary foreigner, not a Chinese. This means that the reader of the translation and the author of the original text have different languages, national conditions, cultural traditions and values. We must not underestimate the intelligence of foreign readers or listeners, but do not overestimate the level of understanding of our country by foreigners in general. The purpose of international publicity is to make ordinary foreigners understand China, so it is necessary to choose appropriate translation strategies or methods according to various social, cultural and communicative factors.

#### *Authenticity of International Publicity Translation*

The purpose of international publicity translation is to convey the political, economic and cultural contents of China to foreign audiences in a true and

objective manner, so that they should have a better understanding of the current situation in China. Therefore, the translation is to be true, accurate and equivalent in information. From the text type, the international publicity belongs to the non-literary translation. Li Changzhi summarized literary translation and non-literary translation: Literary translation involves imaginary individuals, nature, human beings living on the planet, non-literary translation involves knowledge, facts and ideas, information, reality; Literary translation emphasizes value and style, and non-literary translation emphasizes the clarity of facts and information. From the text type, also requires the international publicity translation to be true, objective.

### *The Creativity of International Publicity Translation*

Guo Moruo once said, "translation is a kind of creative work. Good translation equals to creation, and even exceeds it. It is not a mediocre job, and sometimes translation is more difficult than creation. Creation needs to have life experience, while translation needs to experience the life experienced by others ".British theorist Peter Newmark believes that the more choices translators face and the wider the choices, the more creativity is needed. Due to the differences between the two languages and cultures, translation is not only a process of seeking a solution, but also a process of creating a solution. With the emergence of new things in the society, there will be new words that need to be translated by translators for foreign audiences. The translation of new words is a kind of creative work without precedent, but the creativity of international publicity translation has preconditions, and its creative play should be based on the premise of being faithful to the original text, serving the purpose of translation, and achieving the expected effect of translation.

### *The Cultural Property of International Publicity Translation*

Culture in the broad sense refers to the sum of material and spiritual wealth created by human social and historical practices. Language is not only an organic part of culture, but also an important carrier of culture. Each language is the product of a country and a national culture, with its historical background and rich cultural connotation. Today's world has entered the era of economic globalization, and the trend of global cultural diversity has become inevitable. The cultures of various countries and nationalities have become more open through extensive exchanges and dialogues, gradually forming a new pattern of world multi-culture. In the context of cultural globalization, translation is not only a pure linguistic phenomenon, but also a cultural phenomenon. In form, it is the conversion of characters in different languages, but in content, it is the communication of different national cultures. This requires a culture under the background of globalization by the translators, in-depth study and characteristics of the two languages, understand to grasp the deep cultural connotation of language, to value the value of the Chinese culture and profound connotation, with equal dialogue with Chinese and western

cultural differences in translation, to remove obstacles of intercultural communication, improve the quality of translation.

#### *The Preciseness of International Publicity Translation*

The content of international publicity translation determines that the translation should be rigorous. Therefore, translators in international publicity must carry out translation with rigorous working attitude and methods. Generally speaking, translation can be divided into three categories: literary, political and scientific. In this sense, the preciseness of international publicity translation is reflected in its political nature. The translation of political words is not rigorous enough or too rough, which will make it difficult for foreign readers to understand and accept, and sometimes lead to ambiguity and even political accidents.(zhang jian, 2001:108) this requires translators to be good at using correct positions, viewpoints and methods to analyze, study and deeply understand the content of the original text, and to have a practical and realistic and dialectical thinking method to correctly handle the relationship between form and content. Translators should not only understand the language, style and style of the original work accurately, but also grasp the idea, plot, artistic conception and image expressed in the original work. In translation, words should be used appropriately and carefully, so as to make the translation express accurately and make the readers of the target language get the true connotation of the information accurately.

#### *The Political Property of International Publicity Translation*

There is no trivial matter in international publicity. The content of international publicity translation is political and policy sensitive. The language used in foreign publicity materials often involves the embodiment of national principles and policies, often involves national sovereignty and territorial integrity, and relates to the gains and losses of national political, security, economic and military interests, as well as the major issues concerning whether the regional and even world situation is stable or turbulent, and whether it is tense or easing. Most of the Chinese manuscripts of foreign publicity materials have been carefully considered and deliberated. Therefore, it is of great importance whether the translators can translate them accurately or not. China is one of the few socialist countries in the world, and there is a big difference between China and many countries in ideology. In order to reduce the resistance and obstacles encountered in the international publicity, the translation of international publicity must pay strict attention to reduce the political antagonism, and in the rigorous and serious translation work, strategically publicize China's political thought and cultural ideology, so as to enhance China's influence in the world.

## **Research on Strategies of International Publicity Translation within the Framework of Cross-Cultural Pragmatics**

China's image has been distorted by the west for a long time due to the lack of effective foreign information channels. Of course, the distortion of China's national image in the international environment is also closely related to the backwardness and neglect of China's international public relations. First of all, China has not been aware of the importance of international public relations for quite a long time. It fails to attach importance to this work from the perspective of national development strategy, has not formed a set of systematic strategies, and has a weak awareness of crisis management. Secondly, there are still misunderstandings on the issue of national image. For example, the national image is simply equated with comprehensive national strength, and people will respect you naturally if the country is strong, ignoring the cultivation of national affinity. It attaches importance to international status and ignores international image building. Its development strategy emphasizes economy and ignores culture, while foreign cultural exchanges focus on carrying forward traditional culture. In terms of promoting national image abroad, more attention is paid to Confucius and some ancient thoughts and cultures of China, and there is not enough publicity on the image of modern China. Third, there are deficiencies in the publicity of their own image. For a long time, China's international image expression is often passive, lack the ability to create a topic initiative, ignore the importance of self-promotion in the international community, build a positive international image, existing ways and methods are not in line with the international standards. Therefore, it is increasingly important for Chinese people to influence the world by changing themselves.

### *Cultural Strategies for International Reporting*

The word "culture" comes from the Latin verb "Colere", which means to cultivate the land, later extended to cultivate one's interest, spirit and intelligence. Culture has differences in connotation and extension, and can be divided into a broad sense and a narrow sense. The broad sense of culture focuses on the essential differences between humans and animals, human society and the nature, covering a wide range, so it is also called "culture with a capital c". In a narrow sense, culture excludes material creation activities and their results in human society-historical life and focuses on spiritual creation activities and their results, so it is also known as "culture with small c".

Chinese people's understanding of the word culture is quite different from that of the west. In Chinese, the original meaning of "wen" refers to the interlaced texture, mixed dyeing, mixed strokes and even complex phenomena. Later, its significance was extended to various symbols including language and writing, and then it was concretized into cultural relics and classics, ritual and music system. From the meaning of texture to derive the meaning of decorative painting, extended to modify and humanities, and further derived into the

United States, good, moral education and prose and articles. The original meaning of "hua" is change, nature and fertility. It indicates that two things are connected, and one or both of them change their form or nature, which is extended into teaching, changing, informing, changing and transforming. The simultaneous use of wen and hua first appeared in the book of changes. The cultural significance of yi jing mainly refers to the civilizing and moral education, in which the spiritual connotation is far greater than the material connotation. With the large number of input of western ideas and gradual localization, the meaning of culture in Chinese has been evolving, and is now basically close to the modern definition of westerners.

There are three general USES of culture in modern times: (1) to describe the general process of the development of knowledge, spirit and aesthetics;(2) used to refer to a particular way of life of a people, a period, a group or the whole of mankind;(3) as a symbol of knowledge, especially the practice of artistic activities and their products. There are many definitions of "culture" from scholars. In his book "The Mirror of Man", c. kluchohn summarized The definitions of culture from many scholars as follows: (1) The overall life style of a nation;(2) the social heritage of individual groups;(3) a way of thinking, feeling and believing;(4) an abstraction of behavior;(5) as far as anthropologists are concerned, it is a theory about the actual behavior of a group of people;(6) a treasure house of learning;(7) a group of standardized cognitive orientation to recurring problems;(8) learned behavior;(9) a mechanism for normative regulation of behavior: (10) a set of techniques for regulating relationships with the international environment and with others;(11) a kind of historical accumulation.

The above definition indicates that culture is a very complex and all-embracing concept, and it is difficult to summarize its whole content from a specific level. On the whole, however, it mainly covers two aspects. The first aspect is to start from all mankind, interpret culture as a whole, and emphasize the difference between human actions and natural creation. The second aspect is to analyze different cultural practices from different cultural subjects and pay attention to the differences between groups.

To define culture from two aspects of cultural commonness and difference provides a favorable perspective for cross-cultural communication research. Intercultural communication involves two cultural groups or cultural members, each of which has its own identity. And there are important differences between the two groups or group members. According to the above elaboration, intercultural communication includes the communication between different countries, different cultures, different ethnic groups and different communities.

### The Essence of Cultural Strategy in International Publicity Translation

With the competition of national comprehensive national strength shifting from hard power to soft power, the role and influence of cultural communication in the process of China's integration into the world have



become increasingly evident. The cultural strategy in Chinese foreign translation is to understand and utilize the universality of culture more clearly. Meanwhile, the cultural strategy in foreign translation should also avoid the cultural confrontation caused by ignoring cultural differences.

In 1991, Straubhar proposed the proposition of "cultural proximity" in view of the reception of film and television programs. Culture is close to life, which has guiding significance in the cultural strategy of international reporting. As an ancient civilization in the world, China has a wealth of spiritual and intellectual resources, most of which are universal and conform to the common pursuit of human culture or civilization. Foreign publicity translation mainly refers to foreigners and overseas Chinese, overseas Chinese, Taiwan, Hong Kong and Macao compatriots. Therefore, the audience composition of foreign translation includes two categories, which also represent two different cultural backgrounds. Foreigners, especially westerners, differ greatly from Chinese in their values and lifestyles. The political ideas of freedom, democracy and human rights, as well as individualism, are deeply rooted and exclusive advanced ideas in the national minds of western democratic countries. Based on the cross-cultural characteristics of international publicity translation, it should not only have the character of internationalization and openness, but also respect the independence of culture, reflecting the organic combination of global consciousness and national consciousness. Therefore, it is impossible for any media to exist independently without specific political and cultural background, and both the disseminators and receivers are in different cultural value systems, which makes it impossible to form a unified standard for the evaluation of international affairs in many cases. Therefore, conflicts, communication and understanding in cross-cultural communication will coexist for a long time.

#### International Publicity Translation Strategy Based on Cultural Circle

In essence, international publicity translation is a kind of cross-cultural international communication, so it is necessary to adopt distinctive cultural strategies for cultural differences. Robert Fritz Gracebner, a German scholar and the founder of the communication school of western ethnology, put forward the theory of "cultural circle" in his article "cultural circle and cultural layer of Oceania" published in Berlin anthropology, ethnology and prehistory society in 1905. He believes that every cultural phenomenon is produced once in a certain place and spread around, forming a "cultural circle" centered on the cultural phenomenon there, and the edge of one cultural circle intersects with another cultural circle. The communication process of cultural phenomenon is the basic content of cultural history. From the most profound influence on the history of the world culture, academia generally acknowledged, the cultural origin of worldwide has five main culture, the western culture (Latin culture), east Asian culture (Chinese culture), islamic culture (Arab culture), India culture cultural (culture) South Asia and eastern Europe (Slavic

culture). Cultural circles based on national-state basis are independent and independent ecosystems, showing qualitative differences.

From the perspective of cultural circle theory, international publicity translation should include two levels of strategies, one is to face the Chinese cultural circle, and the other is to transcend the global dissemination of this cultural circle. Grebner's theory of "cultural circle", on the one hand, expounds that the cultures of various regions in the world show the characteristics of local knowledge, that is, differences; On the other hand, it also indicates that the characteristics of cultural interaction and integration are universal. In a word, the translation of international publicity can be carried out in a targeted way by adopting corresponding cultural strategies. From a macro perspective, these strategies can include the following aspects: first, starting from the issues of common interest and concern of human beings, realize the connection between culture and the world while switching languages; Second, carry forward the traditional cultural spirit of the Chinese nation and embody Oriental values. Chinese traditional culture is one element in the world culture and plays a positive role in the contemporary world. Oriental values, represented by the excellent traditional culture of the Chinese nation, can contribute to the "harmony" of the whole mankind. The coexistence of different cultures is the trend of the development of human culture in the future.

#### *An Empirical Study on Translation Strategies for International Publicity*

##### Translation of News Headlines

Title translation involves two languages, two cultures and two kinds of readers. A successful title translation should not only contain the information content of news, but also highlight its linguistic and cultural characteristics, leaving a deep impression on readers. Therefore, the semantic translation and communicative translation strategies proposed by Peter Newmark are of great guiding significance to the translation of news headlines. Semantic translation refers to the reproduction of the meaning of the original text based on its meaning and syntactic structure. Communicative translation focuses on the target reader and aims to produce the same effect on the target reader as on the source reader. Communicative translation emphasizes the precise contextual meaning of the original text so that both language and content can be understood and accepted by the target readers. According to Newmark, semantic translation is personal and follows the thought of the author of the source language in pursuit of subtle meaning. Communicative translation is social, centering on the information and influence of the text. It is easy to translate inadequately, and the translation will become simple, clear, natural and casual. Therefore, in many cases, translators should consider semantic translation and communicative translation as a whole. Most news headlines are translated by combining these two translation strategies to highlight the characteristics of cultural differences. Especially in the following three cases:

(1) the combination of semantic translation and communicative translation of news headlines

Under normal circumstances, news headlines require striking words, concise and comprehensive and prominent points. If the target language vocabulary cannot find a corresponding word to express the same meaning as the source language, the target language text should be rewritten or a new word should be created to express the meaning, at this time, communicative translation plays a crucial role. News headlines are news texts of documentary nature. Translators should highlight the gist of the text and the style of the original text. Therefore, the combination of semantic translation and communicative translation can maximize the semantic meaning of the original text and maintain its contextual meaning. At the same time, the cultural factors of the source language and the target language are fully considered in order to achieve the best effect of international publicity translation. For example:

World Eyes mid-east Peach Talks

世界关注中东和平谈判

(2) communicative translation of news headlines

Here are nine headlines from the divorce of prince Charles and princess Diana:

(The Sun)

Headline. Bye Bye Big Ears

Headline2. I'll Always Wear His Ring

Headline3. I Felt Lump in My Throat as I Lifted Camera

Headline4. You Will Love Again

Headline5. You'll Always Be the Queen of Hearts (Daily Mail)

Headline6. Divorced: But Still She Wears His Ring

Headline7. Two 10 Notes and the Dream Is Over

Headline8. Diana: I'll Run Rings Round Charles

Headline9. With This Ring I Thee Shed

The headlines refer to a news event that took place shortly after princess Diana's divorce from prince Charles. Diana stood next to a car, surrounded by photographers, her wedding ring flashing. In this group of headlines, some of the headlines sound the voice of the princess, some of the headlines sound the voice of the readers, the voice of the newspaper and the voice of the queen mother, but the readers may not realize that these voices are actually the different reporting perspectives of the newspaper. At the same time, the views and perspectives of the target audience that newspapers and headlines appeal to are consistent with those set by newspapers: sympathy for the princess and hostility to prince Charles. In fact, this may not be the attitude of readers to the news coverage of the marriage. Therefore, the newspaper always creates a news story participant - a preset implied reader of a set of news texts to appeal to. The translations are as follows:

Headline1. Bye Bye Big Ears

再见了，“大耳朵”王子

Headline2. I'll Always Wear His Ring

我永远~~是~~威尔士王妃

Headline3. I Felt Lump in My Throat as I Lifted Camera

举起相机，我如鲠在喉

Headline4. You Will Love Again

你的爱永无止境

Headline5. You'll Always Be the Queen of Hearts (Daily Mail)

你永远是我们心中的王妃

Headline6. Divorced: But Still She Wears His Ring

虽然离婚，她仍然带着婚戒

Headline7. Two 10 Notes and the Dream Is Over

婚已离，梦已碎

Headline8. Diana:I'll Run Rings Round Charles

戴安娜:我会比查尔斯过得更好

Headline9. With This Ring I Thee Shed

仍戴婚戒，只是不再执子之手

### Translation of Magazine Text

In addition to the differences in narrative structure and expression forms between Chinese and English magazine texts, magazine text translation also has the following characteristics: like the target readers of newspapers, radio, television and other media, magazine readers are selectively close to each other. When reading and recognizing the magazine text, it is always dominated or influenced by the inherent cultural cognition and values.

In the magazine text translation, the translator must take the target language readers of the existing cultural cognition and values in the first place, because the magazine's most hard news text is not like the newspaper, they're more tendentious opinions or views, so, give full consideration to the target language at compile time target readers of the inherent cultural cognition is necessary.

The type of magazine text can be divided into news and feature articles. The comparative advantage of magazine text is feature articles, especially in English magazines. All kinds of feature articles give full play to the comparative advantage of in-depth report and continuous report. With the development of new media technology, electronic magazine and TV magazine column will integrate new technology into feature genre, making the influence of feature increasing day by day.

English magazines mainly feature articles. The coverage of feature articles is more extensive, and different from the narrative techniques of newspaper

news genres aimed at conveying information, writers can comprehensively apply various collection techniques and personalized styles. A good feature is a creative work of art. "a feature is about" the fact that the author can control the facts of the news through the selection, structure, and interpretation, rather than the fact of the news controlling the author."

In fact, the difference between Chinese and English character features or newsletters is very big. The news value orientation of Chinese media determines that the communication tends to choose the theme of propagating the routes, principles and policies of the party and the state, or the advanced deeds of advanced figures and heroes, while the English feature emphasizes the interest and individuality of the topic, putting the news value of the text in the first place.

The common topics of English feature articles are to reflect the growth experience, personality and emotional characteristics of news figures, and to analyze the inner world of feature characters from the perspective of humanistic care. Unlike Chinese, English feature writing is not too particular about the routine. It always puts the readability and interest of feature writing in the first place.

The feature articles in the magazine text often use the description technique of literary works to depict the characters. Therefore, the translation of the magazine text focuses on "vivid" portrayal of characters, and pays attention to the description of the scenery of the colorful. However, the translation of newspaper features is not completely literary or academic. Translators need to compile, delete and modify the original language according to the specific context and carrier requirements of the target language.

According to a report by China youth daily on August 13, 2012, rural China faces a shortage of 530,000 doctors. Of the 62.03 million health workers in China at the end of 2011, only 11.26 million worked in 66,000 rural clinics, according to the ministry of health's report on China's medical resources.

EX. 《中国青年报》

2012年8月13日报道,中国农村面临缺少530,000医生的困境。据卫生部有关中国医疗资源的报道,截止到2011年底中国共有6203万医疗工作者,其中只有1126万工作在66,000农村诊所。

多年从事中国医疗改革的北京大学经济学教授李玲日前表示,每年医学院校的毕业生达60万之多,但只有10万从事医疗保障工作。

李教授说:

"这意味着每年医学院校的毕业生迅速增加,但在农村和社区仍缺少合格的医生。几乎所有新毕业的学生都不愿意在农村工作。

Translation. China Youth Daily reported on August 13 that the Chinese countryside faces a shortage of 530,000 doctors. According to a report on

China's medical resources released by the Ministry of Health, by the end of 2011 China has a total of 6.203 million health workers and only 1.126 million of them worked at China's 66,000 rural clinics.

Meanwhile, Li Ling, an economics professor from Peking University who studied China's healthcare reforms for years, told China Youth Daily that only 100,000 of China's 600,000 annual medical school graduates will join the healthcare workforce. "

This indicate that despite a robust increase in the supply of medical school graduates, facilities in rural areas and at the communities still cannot find qualified staff. Almost no fresh graduates are willing to work in rural areas," Li said.

## Conclusion

This paper first introduces the definition, characteristics, relevance and strategies of international publicity translation within the framework of cross-cultural pragmatics. This chapter will make a brief summary of this research, and will point out the limitations of this research and the Suggestions and prospects of the progress research. As a special form of translation, international publicity translation should first follow the general principle of translation, that is, the smoothness and comprehensibility of translation. However, compared with the translation as a whole, the international publicity translation research has a short history and the system is not perfect yet. There is a lot of room for improvement in the construction of translation team, the output of achievements and the perfection of theories. Language is the carrier of culture. In the process of international publicity translation, translators should have two basic qualities. Second, rich cultural knowledge of mother tongue and target language. Therefore, based on the theory of cross-cultural pragmatics, this paper studies and discusses the translation of international publicity, hoping to provide a new perspective and make new contributions to the translation of international publicity.

## References

- Li Lin. On the Translation of Museum Interpretive Texts on Chinese Calligraphy and Paintings within the Framework of Cross-Cultural Pragmatics[A]. Northeast Asia International Symposium on Language, Literature and Translation (China) 、 Beihua University (China) 、 American Scholars Press (USA) .Proceedings of the Seventh Northeast Asia International Symposium on Language,Literature and Translation[C].Northeast Asia International Symposium on Language, Literature and Translation (China) 、 Beihua University (China、 American Scholars Press (USA) :辽宁省翻译学会,2018:6.

- Jun Wu. A Study on C-E Translation in International Publicity from the Perspective of Cross-cultural Pragmatics[A]. Institute of Management Science and Industrial Engineering.Proceedings of 2018 7th International Workshop on Arts,Culture,Literature,and Education(IWACLE 2018)[C].Institute of Management Science and Industrial Engineering: 计算机科学与电子技术国际学会(Computer Science and Electronic Technology International Society),2018:5.
- Shanying Fan. The Translation Strategy of Foreign Language from the Perspective of Cross-Cultural Pragmatics[P]. 2018 International Conference on Sports, Arts, Education and Management Engineering (SAEME 2018),2018.
- Shanying Fan. The Translation Strategy of Foreign Language from the Perspective of Cross-Cultural Pragmatics[A]. Wuhan Zhicheng Times Cultural Development Co.,Ltd.Proceedings of 2018 the 2nd International Conference on Sports,Arts,Education and Management Engineering(SAEME 2018)[C].Wuhan Zhicheng Times Cultural Development Co.,Ltd:武汉志诚时代文化发展有限公司,2018:5.
- 王雪霜.Study on Translation of English Financial News Headlines from the Perspective of Pragmatics[J].海外英语,2015(20):113-115.
- 陈杰,孙景.Pragmatics and Translation[J].海外英语,2012(05):128-129.
- 蒋馨.On the Integration of Translation Aesthetics and Pragmatics from the Perspective of Relevance Theory[J].海外英语,2011(10):196-197.