

# Research on the Translation of Foreign Publicity of Ice and Snow Tourism Culture in Heilongjiang Province from the Perspective of Intercultural Communication

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**Abstract:** Heilongjiang Province has abundant ice and snow resources and is a highland of Chinese ice and snow culture brands. At the same time, Heilongjiang Province has officially released a provincial-level plan for the development of ice and snow economy in 2022. It is necessary to further expand the research on its foreign publicity translation in order to promote Heilongjiang Province's ice and snow culture to the world, to better be accepted and loved by foreign tourists, and to enhance the soft power of Heilongjiang Province's culture going global. With the help of cross-cultural communication theory, this paper rethinks the research on the foreign publicity translation of Heilongjiang Province's ice and snow tourism culture, in order to provide effective strategies and paths for the improvement of the foreign publicity translation work of Heilongjiang Province's ice and snow tourism culture.

**Keywords:** Cross-Cultural Communication, Foreign Publicity Translation, Ice and Snow Tourism Culture, Heilongjiang Province.

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## 1. Introduction

As of 2020, the total scale of China's ice and snow industry has reached 600 billion yuan. In 2022, the successful holding of the Beijing Winter Olympics has become a milestone event on China's important historical nodes, which has brought a new development opportunity to the ice and snow industry. In order to implement the concept that "ice and snow are also mountains of gold and silver" and fully leverage the advantages of ice and snow resources, focus on developing the cold region ice and snow economy, continuously release the dividends of the ice and snow industry, transform "cold resources" into "hot economy", and assist in the comprehensive revitalization of Heilongjiang. Heilongjiang Province officially released the "Heilongjiang Province Ice and Snow Economy Development Plan (2022-2030)" in March 2022. Effective publicity strategies can further promote this high-quality development plan and form new formats for the ice and snow industry in Heilongjiang Province. It can be said that the essence of publicity is a cross-cultural exchange, a positive interaction between foreign cultural communication and domestic cultural construction, and the profound conveyance of cultural information needs to be achieved through accurate and vivid translation. The purpose of publicity translation is to effectively carry out cultural publicity and dissemination, so both from a macro perspective and from a technical perspective, translation should be based on China's era concept and dissemination rules. In order to achieve this goal, it is necessary to start from the perspective of cross-cultural communication, fully consider the language reflection caused by the differences between different cultures, and flexibly use corresponding translation strategies in the translation process. Therefore, the publicity translation of ice and snow tourism culture in Heilongjiang Province should be effectively combined with local culture based on the theory of cross-cultural communication, and use language to help the ice and snow

culture in Heilongjiang Province "going global". [1]

## 2. A Summary of the Translation of Cultural Publicity for Ice and Snow Tourism and Cross-cultural Communication Studies

### 2.1. Foreign Propaganda Translation and Cross Cultural Communication Studies

Cross cultural communication studies, as an important branch of communication studies, are dedicated to studying the interrelationships between culture and communication, aiming to promote communication and sharing between different cultures. Cross cultural communication is a social interaction activity based on information exchange, which involves communication across time, space, and cultural groups, affecting different cognitive systems, value structures, and ideological systems. The process of cross-cultural communication is the act of transmitting ideas between subjects and objects, and the interaction between information input and reception is related to the communication and exchange between different cultural groups, as well as the diffusion, infiltration, and transfer of various cultural factors. Cross cultural communication to a certain extent affects people's cultural identity, social role positioning, social norms and order, and social values, especially in constructing basic mechanisms for social norms and communication, forming a universal consensus and identity between different cultures, and maintaining the dynamic balance and stability of the social system. [2]

Translation, as an important means of cross-cultural communication, is not only a conversion between two languages, but also a bridge to promote mutual understanding between different cultures. However, cross-cultural communication does not necessarily mean cultural convergence, its purpose is actually to integrate different

cultures and reduce cultural differences. In the process of cross-cultural communication, translation must respect each other's cultural differences and habits, accurately and effectively convey the content of the text while retaining their respective cultural characteristics. Taking English and Chinese as examples, both sides are constantly absorbing each other's vocabulary and have shown an overall trend of integration. English vocabulary has begun to absorb many words with Chinese cultural characteristics, and a large number of English loanwords and syntax have also appeared in Chinese newspapers, books, and the internet. These loanwords and syntax not only accept English culture, but also enrich Chinese culture.

Cross cultural communication builds a cultural community while respecting the cultural diversity of various ethnic groups around the world, achieving deep integration of a community with a shared future for mankind, and providing more possibilities for mutual absorption and harmonious coexistence among different cultures. In this process, language and cultural translation play important roles. Translation is not just about simply converting language into another language, but more importantly, conveying cultural connotations and values. Translation requires the ability to have a deep understanding and comprehension of different cultures to ensure accurate communication of the text and effective dissemination of culture.

In cross-cultural communication, besides translation, there are other strategies and methods that can help promote cultural exchange. Firstly, it is important to value and respect the differences between different cultures. Every culture has its unique characteristics and values, and we should maintain an open mindset to understand and appreciate the diversity of different cultures. Secondly, we should actively promote and disseminate ice and snow tourism culture through new media and technological means. The development of social media and the internet provides more opportunities and platforms for cross-cultural communication, which can spread and promote ice and snow tourism culture more widely. In addition, cross-cultural communication also requires the establishment of bridges for cooperation and exchange, promoting interaction and cooperation between different cultures. This can be achieved through organizing international cultural exchange activities, organizing cultural exhibitions, and performing arts.

In short, cross-cultural communication is of great significance in promoting communication and sharing between different cultures. Translation, as an important means of cross-cultural communication, not only conveys language, but also conveys cultural connotations and values. By respecting differences, utilizing new media, and establishing cooperation bridges, international promotion of ice and snow tourism culture can be promoted, achieving the integration and sharing of different cultures. [3]

## **2.2. The Necessity of Translating Cultural Propaganda for Ice and Snow Tourism**

With the successful convening of the Beijing Winter Olympics, the development momentum of ice and snow tourism in China is thriving. As a new choice for tourism products, ice and snow tourism has attracted more and more tourists. At the same time, Heilongjiang Province, located in the same latitude zone as the developed ice and snow economy, has become the earliest place to meet ice and snow every year due to its unique geographical environment and rich ice and snow resources, and has also won the reputation

of being the "crown of ice and snow".

Heilongjiang Province is the highest latitude province in China, with a unique geographical environment and superior ice and snow resources. The cold climate conditions make the ice and snow sports in Heilongjiang Province last for 5-6 months, which provides extremely favorable conditions for the development of ice and snow tourism. In addition, Heilongjiang Province also boasts unique ice and snow art and breathtaking ice and snow scenery, attracting tourists from all over the world.

In order to further promote the construction of the Ice and Snow Silk Road culture in Heilongjiang Province and tell the ice and snow stories of Heilongjiang Province well, we need to do a good job in publicity and guidance. To this end, various carriers can be used to highlight the foreign promotion of ice and snow tourism culture in Heilongjiang Province. By spreading the unique ice and snow culture of Heilongjiang Province, we can not only showcase its unique ethnic culture, but also promote the exchange of ice and snow culture and folk culture around the world.

The export of ice and snow culture is of great significance to Heilongjiang Province. Through publicity and translation work, we can promote the ice and snow culture of Heilongjiang Province to the world, attract more foreign tourists, and help them better understand and love the ice and snow tourism culture of Heilongjiang Province. This will further enhance the soft power of cultural globalization in Heilongjiang Province. By strengthening international exchanges and cooperation, we can promote the exchange and development of global ice and snow culture, and achieve the sharing and win-win of ice and snow tourism culture. [4]

## **2.3. Cross Cultural Exchange Challenges in Promoting Ice and Snow Tourism Culture**

### **2.3.1. Language and Cultural Differences**

Language and cultural differences may lead to difficulties in information dissemination. The language differences between different countries and regions make it complex to accurately convey information about ice and snow tourism culture, as certain vocabulary, habits, or symbols may have different meanings or interpretations in different cultures.

### **2.3.2. Media Adaptability**

Media adaptability is another challenge in cross-cultural communication. The media channels used in different countries and regions may vary, therefore, it is crucial to understand and adapt to the local media environment and choose appropriate media platforms for foreign promotion activities.

### **2.3.3. Values Differences**

There may be differences in values and interests among different cultures, which is also a challenge in cross-cultural communication. In order to meet the needs of audiences from different cultural backgrounds, targeted content creation and dissemination are needed to ensure the effective display of the attractiveness of ice and snow tourism culture.

### 3. Cross Cultural Communication Studies on the Translation of Cultural Publicity for Ice and Snow Tourism in Heilongjiang Province

#### 3.1. Cross Cultural Contextual Analysis: Pre Translation and During Translation

When translating foreign propaganda, it is necessary to deeply analyze the differences in cultural context. Fairclough pointed out that there are differences in the cultural contexts mastered by different language users, which affect communication and understanding. Therefore, for foreign propaganda and translation, it is essential to analyze the target cultural background.

Culture and social development are inseparable, and different ethnic groups have their own unique characteristics, leading to cultural deficiencies in language and cultural patterns in different languages. Therefore, in the translation process, it is necessary to find a balance between the text, readers, and translators. The traditional customs of different ethnic groups vary greatly, and there may be differences in expression habits and cultural psychology between translators and target language audiences, which affects the effectiveness and quality of foreign publicity translation. Therefore, translators not only need bilingual skills, but also need to possess multicultural knowledge, and use appropriate compensation methods in the translation process based on the pre-translation results to compensate for cultural factors in the translation.

Pre translation processing is the initial process of processing text that does not meet the needs of foreign publicity. It can be done through textual modifications or as a cognitive activity for translators, without the need for foreign exposure. In translation practice, cross-cultural context analysis is the embodiment of the translator's cross-cultural communication awareness. Cross cultural communication awareness refers to the understanding, adaptation, and communication ability of language learners towards the language and culture they are learning. In the work of foreign publicity translation, sufficient cross-cultural communication awareness is the key to avoiding misunderstandings and conflicts, and flexible use of cross-cultural knowledge for mediation and handling can effectively solve practical problems.

Cross cultural communication and translation activities complement and promote each other. Translation itself is a form of cross-cultural coordination and communication. Examining and studying translations of different languages from a cross-cultural perspective can narrow cultural differences and improve translation accuracy. If the translator mechanically translates Chinese materials word by word into English without considering the reading expectations and reactions of the target language audience, it may lead to translation errors.

In order to help tourists better understand the culture of ice and snow tourism, translators can compensate for the lack of cultural information through the language expression of the translation, so as to better reproduce the cultural connotations of the original text and present it vividly to readers. There are many types of compensation strategies, including literal translation with annotations, which means translating the original text directly and adding annotations in the translation to explain the cultural details involved; Transliteration and

annotation, which involves transliterating the syllables of the original text and adding annotations in the translation to explain their cultural meanings; Translation compensation method, which involves adding relevant cultural information to the translation to help readers better understand the cultural connotations of the original text; Free translation compensation method refers to the appropriate adjustment and transformation of the original meaning in order to better convey its cultural information; Translation compensation method, which uses similar cultural elements or storylines to replace cultural details in the original text, in order to better present the original text; Multiple methods can also be combined to present the cultural information of the original text more comprehensively. Through the application of these compensation strategies, translators can better reproduce the cultural information of the original text in the translation, enabling tourists to better understand and experience the ice and snow tourism culture. Taking the collected ice and snow tourism cultural propaganda texts as an example:

除了观看冰雪景观，游客还可以在冰天雪地里尽情地抽冰尕、滑雪圈、玩冰壶、坐冰帆、攀冰岩、打冰滑梯。

Besides viewing the ice and snow art landscape, visitors can play ice gyro, snow circles, curling and ice boats, climb ice rocks and have ice slides.

The "ice gyro" mentioned in this introduction is a popular ice sport in northern regions. The shape of the ice cream is conical, with a flat upper end and a pointed lower end. It needs to be wrapped with a whip rope and then suddenly pulled upwards to rotate on the ground. Therefore, if translated as "gyroscope" (a scientific instrument) like the above translation, it means that the translator has not recognized the actual meaning of the vocabulary in the source text, and the translated meaning cannot adapt to the language ecology of the source text, making the translation unclear. In addition, due to the fact that the northern folk refer to "冰尕" as "冰猴子", some translators also translate "冰尕" as "ice monkey". Although this literal translation method is interesting and can attract the attention of tourists, it is likely to cause unnecessary misunderstandings among foreign tourists. It is generally recommended to use it with caution. The translation also translates "雪圈" as "snow circle", which may lead to misunderstandings as a circle drawn with snow, rather than an inflatable snow entertainment item. If the translator can have a better understanding of this snow prop, they will find that translating the "snow circle" as "snow tube" may be more appropriate.

In summary, in foreign publicity translation, it is necessary to strengthen the analysis of cultural context, fully utilize cross-cultural communication awareness and knowledge, flexibly handle cultural differences, and achieve effective dissemination and understanding.

#### 3.2. Cross Cultural Corpus Construction and Regional Adaptability

Since the late 1990s, corpus based translation research has flourished and gradually become a hot topic in translation studies. Among them, the "Translational English Corpus" project of the University of Manchester first proposed the idea of deeply mining the distinctive features of translated texts in language. The construction of a corpus plays a positive role in promoting and promoting the standardization of translated texts for ice and snow tourism culture in Heilongjiang Province. Firstly, it can provide authoritative translation

references for cultural "going global" and further strengthen the security of language and culture. Secondly, corpora also provide abundant language materials for teachers and students majoring in translation, which helps to improve their cognitive abilities.

At present, there are some large-scale bilingual tourism language databases available for reference in China. For example, the English tourism text analogy corpus developed by the Corning team at Qingdao University of Science and Technology and the new bilingual tourism corpus developed by the Hong Kong Polytechnic University. However, for the translation of ice and snow tourism cultural propaganda with strong regional and adaptive characteristics, it is crucial to establish a corpus for the translation of ice and snow tourism cultural propaganda in Heilongjiang Province in order to truly improve the quality of the translation. Therefore, it is necessary to invest sufficient resources to establish such a corpus in order to better support and promote the foreign publicity and translation of ice and snow tourism culture in Heilongjiang Province. According to the principles of cross-cultural communication theory, the following three steps should be taken into consideration when establishing a corpus for the foreign promotion of ice and snow tourism culture in Heilongjiang Province.[5]

### 3.2.1. Data Collection

The primary task in establishing a corpus for the foreign promotion and translation of ice and snow tourism culture in Heilongjiang Province is to conduct extensive corpus collection. Practitioners and experts in the field of ice and snow tourism culture can be invited to ensure that the collected corpus has corresponding functional equivalence with the corpus. At the same time, corresponding translation language standards should also be established to ensure the accuracy and consistency of translation. In addition, it is necessary to verify some lengthy tourism literature from multiple perspectives and channels to ensure that the collected information is true, reliable, and operational. Certification and verification of relevant literature can be obtained through cooperation with professional institutions and local governments. In summary, the process of establishing a corpus for the foreign promotion and translation of ice and snow tourism culture in Heilongjiang Province requires extensive corpus collection and verification work, and the development of corresponding language standards to ensure the quality and reliability of the corpus.

### 3.2.2. Corpus Alignment

There are many differences between Chinese and English, including the use of punctuation, sentence structure, and discourse structure. Therefore, in the process of translation, we cannot simply follow the principle of word for word and sentence for sentence for translation. On the contrary, we need to adopt different translation strategies according to the actual situation, such as adding translations and omitting translations.

In actual translation work, we often encounter some special situations, such as certain expressions that do not have a direct corresponding vocabulary in another language or certain sentence structures that are not common in another language. In response to these situations, we can use the method of adding words or expressions during the translation process to make the translation more accurate and fluent. On the contrary, when some content in the original text is unnecessary or repetitive in the target language, we can use the omission method, which means omitting some words or expressions

during the translation process to make the translation more concise and clearer.

However, when establishing a corpus for tourism and cultural propaganda translation, due to the potential low accuracy of software alignment, we still need to rely on manual alignment to improve accuracy. In order to improve work efficiency, researchers can first use simple office software to quickly analyze data. Through this approach, we can quickly understand the overall situation of the data, identify problems and characteristics, and better carry out subsequent research work.

In summary, there are significant differences between Chinese and English in the translation process, and we need to adopt different translation strategies according to the actual situation. Meanwhile, in the process of establishing a corpus, we need to combine software alignment and manual alignment to improve accuracy and work efficiency.

### 3.2.3. Corpus Identification

Labeling English parts of speech is a fundamental and important step in the process of building a corpus. The purpose of annotating parts of speech is to clearly label the attributes of each word in the corpus. The study of parts of speech plays a crucial role in corpora and is closely related to the study of grammar. [6]

In practical use, we can choose suitable auxiliary methods for part of speech analysis based on different language environments. For example, Tree Tagger from Stuart University is a free online download software that can be used to analyze and process English language corpus. It can help us accurately label the parts of speech of English words, making subsequent research more accurate and effective.

For part of speech analysis of Chinese corpus, we can use the ICTCLAS automatic segmentation software developed by the Chinese Academy of Sciences. This software can analyze and process Chinese corpus, helping us quickly and accurately label the parts of speech of Chinese words. By using such auxiliary tools, we can more conveniently conduct part of speech analysis and delve deeper into the vocabulary and grammar in the corpus.

Part of speech tagging is of great significance for the establishment and use of corpora. By accurately annotating the parts of speech of words in the corpus, we can better understand the structure and patterns of language, and further study the characteristics of vocabulary and grammar. In addition, part of speech tagging can also provide basic support for other natural language processing tasks, such as text classification, information retrieval, etc.

In summary, annotating English parts of speech is one of the most fundamental steps in building a corpus. We can choose suitable auxiliary methods, such as Tree Tagger and ICTCLAS, to help us with part of speech analysis. The accuracy of part of speech tagging is of great significance for the research and use of corpora, which can help us better understand the structure and patterns of language. [7]

## 3.3. Reflection on Cross-Cultural Openness

In the process of translating cultural propaganda for ice and snow tourism, translators should consider translation as an open process. After completing the translation, it is necessary to pay attention to the dissemination effect of the translation and make corresponding modifications to the translation based on feedback from tourists or readers. Cross cultural communication translation allows translators to adjust the original text, improve logic, eliminate ambiguity and

ambiguity, streamline repetitive and cumbersome expressions, explain difficult terms, moderately regulate extreme expressions with overly prominent personality traits, emphasize the transmission of original information, and maintain the fluency and authenticity of the translation. Translators follow this principle in macro translation, and the translation does not need to maintain the form and metaphorical elements of the original text. It can often be more effective and elegant than the original text.

Foreign promotional texts are not only the most direct way for tourists to understand ice and snow tourist attractions, but also an important way to convey ice and snow cultural information. When translating cultural propaganda texts for ice and snow tourism, for texts involving cultural backgrounds, it is mostly up to the translator to complete them themselves. As a translator, it is necessary to analyze and research from multiple perspectives and dimensions, and propose new translation choices based on actual situations. At the same time, combining relevant concepts in ecological environment studies, the original text, source language, and target language are treated as a whole, and the translation ecological environment is fully applied. [8]

To be competent in such translation tasks, translators need to possess good bilingual skills in both Chinese and English, as well as sustained and open self-reflection abilities. They need to handle the text flexibly without affecting the meaning of the original text. Translators should continuously strengthen the cultivation of professional and cultural literacy, closely monitor the social and language development trends of the target country, and summarize and summarize them. Relevant functional departments should regularly organize training and invite experts from well-known domestic universities and translation companies to give lectures and continuous education to foreign-related tourism enterprises and practitioners. At the same time, it is possible to strengthen cooperation between schools and enterprises, promote the integration of industry and education, and increase the training and training of international translators and tourism service personnel based on the ability level of practitioners, in order to meet the needs of talent cultivation and local economic development, and build a professional team of ice and snow tourism cultural publicity and translation talents. In addition, professional translators and experts are also employed to regularly review and supervise the translated foreign publicity texts, in order to improve the quality of foreign publicity translations for ice and snow tourism culture.

In the translation of cultural publicity for ice and snow tourism, translators should consider translation as an open process and pay attention to the dissemination effect of the translation. They need to have good bilingual skills in both Chinese and English, as well as sustained and open self-reflection abilities, to be able to flexibly process texts without affecting the meaning of the original text. Relevant functional departments should strengthen training and education, promote the combination of talent cultivation and local economic development, and build a professional team of ice and snow tourism culture foreign publicity and translation talents. At the same time, regular review and supervision are conducted to improve the quality of translation.[9]

#### 4. Conclusion

China has vast territory and abundant resources, with a large population, which is a unique objective condition that contributes to the rapid development of the tourism industry.

With the opportunity of the "the Belt and Road" and the Winter Olympic Games, Heilongjiang Province should seize the development opportunity, highlight its characteristics and enhance the influence of ice and snow tourism culture. Foreign publicity and translation work is an important tool for enhancing the image of cities and promoting the development of scenic spots. In order to promote global exchange of ice and snow culture and enhance its international reputation, further research and strengthening are needed in the foreign promotion and translation of ice and snow tourism culture in Heilongjiang Province.

The core of translation work lies in conveying information, but to achieve this goal, we need to pay attention to selecting appropriate expression methods, so that readers and tourists can accurately understand the conveyed information. The accuracy of language is the key to ensuring that the translated content does not lose its original meaning. Only through correct language expression can we accurately convey the unique charm and attraction of ice and snow tourism in Heilongjiang Province. Of course, accuracy alone is not enough. To achieve the best results, we also need to consider the acceptance level of both readers and tourists. There may be differences in cultural backgrounds and values among different countries and regions, therefore, we need to flexibly apply translation techniques to make the translation resonate positively in different cultural backgrounds. Only in this way can we truly achieve the promotion effect of ice and snow tourism culture in Heilongjiang Province.

Furthermore, we cannot ignore the aesthetic emotions of the original text. Every article or promotional material has its unique aesthetic features, which are expressed through language and literary techniques. In the translation process, we should respect the style and beauty of the original text, and strive to maintain the artistic expression of the original work as much as possible. In this way, our translation can better convey the emotions and beauty of the original text, adding charm to the international promotion of ice and snow tourism in Heilongjiang Province.

Finally, with the help of cross-cultural communication theory, rethinking the translation of cultural propaganda for ice and snow tourism in Heilongjiang Province can provide more in-depth guidance and inspiration for translation work. By understanding the differences and similarities between different cultures, we can better translate and develop more targeted promotional strategies. This will help enhance the international visibility and attractiveness of ice and snow tourism in Heilongjiang Province, and promote its dissemination to the world.

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