

The Publication of Traditional Chinese Book for Foreigners in China

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Abstract: The survey shows that some foreigners in China do not take the initiative to choose Chinese books. The local Chinese books that can better reflect Chinese elements, such as political, cultural and historical books, do not occupy the forefront of the range of books that foreigners in China are willing to buy and read. With the increasing number of foreigners residing in China, it is necessary to prevent foreigners in China from boycotting buying and reading Chinese books. The publishing industry should seize the advantages of market expansion, actively shoulder its due political and cultural responsibilities, actively plan to publish Chinese books with Chinese elements for foreigners in China, ensure that the contents of books are correct and the prices are moderate on the macro level, and strive to make books of high quality and diverse forms on the micro level.

Keywords: Book publishing, Cultural security, Integrity and innovation.

1. Introduction

Through the online survey of Google Consumer Survey and the questionnaire interview with Beijing, Shanghai, Guangzhou and other cities where foreigners are relatively concentrated, it is found that the choice of Chinese books by foreigners in China is not optimistic. The Chinese reading materials published in China are obviously not suitable for foreigners to read, because foreigners have language barriers on the one hand, and their lack of understanding of Chinese culture on the other hand makes them unable to understand the contents of the book well.[1]With the promulgation of the regulations of the people's Republic of China on the administration of foreigners' permanent residence, more and more foreigners will choose to live in China. How to publish appropriate Chinese books for this special group should become an important issue for China's publishing industry.

2. Problems in Publishing Chinese Books for Foreigners in China

The research group first investigated and sorted out the actual needs of foreigners in China for Chinese books and their feelings about existing Chinese books, and then counted the actual situation of Chinese books published to foreigners in China on the existing market through information retrieval. The preliminary conclusion is that the demand of foreigners in China for Chinese books has not been well explored, the publishing house has not published more suitable Chinese books, and the system pays little attention to the demand of foreigners in China for Chinese books.

2.1. Audience Demand to Be Stimulated

When publishing Chinese books to foreigners in China, we must first master the market demand. Generally speaking, compared with other groups of audience readers, this is a small market. At present, there are less than one million foreigners living in China, and they come from countries with different cultural backgrounds and languages. The limited overall scale is difficult to form a hardcore reader group that can support book publishing. According to the statistics of

995 valid foreigners' questionnaires in China, 91 people have read more than 3 Chinese books, accounting for less than 10%. According to this ratio, combined with the number of foreigners in China, it can be concluded that there are less than 100000 foreign readers in China who have a strong desire for Chinese books. It is obviously not "economic" for publishing houses to produce books for 100000 readers.

The demand of foreigners in China for Chinese books is not restricted by their Chinese language level. To read Chinese books, first of all, you need to master and use Chinese. You should not only be able to read, but also understand the accurate meaning of relevant Chinese. Chinese is one of the world's full texts: 5608. According to the questionnaire statistics, about 50% of foreigners in China basically do not understand Chinese, 35% say they can basically listen and speak, while less than 15% are proficient in Chinese. The purpose of the current HSK is to test foreigners' ability to use Chinese language. It mainly tests listening, speaking and using, and basically does not assess writing. Foreigners who cannot master Chinese writing skills cannot really understand Chinese books.

The weak demand for Chinese books by foreigners in China is also affected by their economic conditions. Except for a few enterprise executives and freelancers, the monthly disposable income of most foreigners in China is less than 5000 yuan, and the average monthly living expenses of foreign students who are mainly funded by Chinese government scholarships are about 2500-3500 yuan. Their relatively poor economic conditions make it difficult for most foreigners in China to focus on reading, and they are also unwilling to spend more money to buy Chinese books.

2.2. The Characteristics of The Works Are Not Highlighted.

According to the market research, the publishing of Chinese books for foreigners in China is showing a specific solidification trend. First, the book service object is specific, that is, the students studying in China are the main ones. Second, the book content is specific, that is, the Chinese language learning materials are the main ones. The consolidation of Chinese book publishing for foreigners in

China is closely related to the actual composition of existing foreigners in China. According to the data released by the Ministry of education, there are more than 490000 overseas students in China, accounting for more than half of all foreigners residing in China. At the same time, learning Chinese is a compulsory course for foreign students. Publishing textbooks for this group by the publishing house has a large market demand.

It is obvious that Chinese learning materials for foreigners in China cannot meet their extensive needs. Although the scale of foreigners in China is small and their reading ability is limited, a considerable number of foreign readers still express strong interest in various types of Chinese books. Statistics show that Chinese books of science, technology and literature rank first and second among the most popular books among foreign readers in China, but about 70% of foreigners in China are still willing to read Chinese books related to China, such as politics, economy, history and geography. Different books have different values. Political books help foreigners in China understand China's social governance, economic books help them work better in China, and historical and geographical books help them better understand and take root in China. Obviously, we should publish all kinds of Chinese books for foreigners in China to fully meet their reading needs.

The publishing mode of sharing Chinese books with domestic readers can not well meet the actual needs of foreigners in China. The cognitive ability of foreigners in China is relatively low. At present, the actual situation is not taken into account when publishing Chinese books. It is a direct abandonment to treat foreign readers in China as general domestic readers without distinction. Generally speaking, the Chinese level of most foreigners in China is similar to that of domestic school-age children. However, there are many domestic publishing houses specializing in children's books. There are a wealth of Chinese books suitable for children's language cognition in the market, but there is an extreme lack of Chinese works suitable for foreigners' language level, understanding ability and knowledge composition.

2.3. System Guarantee Should Be Strengthened

The national treatment status of cultural rights of foreigners in China should be clear. The right to read is an important part of cultural rights, which highlights the natural and social attributes of human beings. It should be advanced from due rights to legal rights and real rights.[2] The Constitution and relevant laws have not yet defined the national treatment of cultural rights for foreigners in China, resulting in the absence of a legal basis for them to enjoy the same public cultural services. It also directly affects the main body of the publishing market to provide inclusive services for foreigners in China. Take the purchase of Chinese books as an example. In physical bookstores, foreign exchange conversion is not available. In Chinese websites, they will be troubled by insufficient familiarity with the website and inconvenient electronic payment. Taking the borrowing of Chinese books as an example, the conditions and procedures for foreigners in China to apply for a borrowing permit are relatively complex. Even if they can freely access public library venues, their borrowing authority is different from that of the general public. For online reading of Chinese books, they can not register because of their certificates.

The "super national treatment" in the field of cultural rights of foreigners in China has not yet been implemented. The so-called super national treatment means that under certain conditions, the treatment given by the beneficiary country to specific foreigners is higher than its own nationals in some fields. In the field of culture, giving foreigners super national treatment can make them better access to the cultural services of the host country, and more effectively ensure that the host country receives the recognition of foreigners. When we publish textbooks for primary and secondary schools and Braille books, we give special preference in terms of distribution approval and tax collection. Foreigners in China are also "special subjects" that need special attention. We need to give the green light in many ways to promote the publishing of Chinese books for foreigners in China to a new level and give full play to the important role of publishing in promoting foreigners' recognition of China.

3. Good Prospects for The Publication of Chinese Books for Foreigners in China

3.1. Strong Guarantee of the National Cultural Strategy

The reform of the national publishing operation system has made many important achievements, which has laid a good foundation for the publication of Chinese books for foreigners in China. Since 2010, most publishing houses have been transformed into enterprises, and there are now 43 listed publishing and media companies. The production capacity of the publishing industry has been greatly liberated, and the operation capacity has also been greatly improved. Faced with the increasing number of foreigners coming to China and the continued strong demand for books, Chinese publishing enterprises that have experienced the baptism of the market have the ability to seize this rare market opportunity. With the entry into force of the regulations on the administration of foreigners 'residence in China, the legal status of foreigners in China will be further clarified. Publishing Chinese books to foreigners in China will be an institutional arrangement. Since 2006, China began to implement the "China book promotion plan", striving to make Chinese books widely accepted in the world. Publishing houses can also strive for financial support to promote special publishing.

3.2. The Continuous Growth of Foreign Readers in China Continues to Drive

The number and scale of foreigners in China to continue to increase, which is bound to be accompanied by the sharp expansion of the demand for corresponding Chinese books. China has become an important destination for foreigners to choose to travel and live, and it has long been common for foreigners in the domestic streets. According to the data of the China exit and entry administration, the total number of foreigners in 2019 reached 97.67 million; According to the China International Migration report, the growth rate of Chinese immigration has slowed down, the number of Chinese immigrants to the United States, Canada, Britain and Germany has decreased continuously, and foreigners 'dream seeking in China has shown an upward trend. In the domestic book market, foreigners' Chinese language learning textbooks are being purchased and sold briskly. Multiple channels show that foreigners 'language level is constantly improving.

Foreigners in China have a great demand for Chinese books.

3.3. The Powerful Engine of The Value Function of Chinese Books.

The poor choice of Chinese books by foreigners in China does not mean that Chinese books are not favored. Foreigners in China have the needs and conditions to use Chinese media.[3]According to the questionnaire, The questionnaire shows that 85%of foreigners in China are willing to try to read Chinese books, and 55%will consider buying Chinese books. Foreigners in China are deeply attracted by Chinese culture. With the improvement of their own language level and reading environment, they will have deep and extensive access to Chinese books. Most foreigners in China also combine their future development with China, which determines that they must have a deep understanding of China. Newspapers and books are an important carrier for a comprehensive and in-depth understanding of China. The embarrassing situation of reading Chinese books by foreigners in China will be quickly reversed with the continuous expansion of China's influence.

4. Reform Path of Chinese Book Publishing for Foreigners in China

4.1. Stick to the First Chinese Element of Publishing and Stick to Chinese Publishing

The publication of books for foreigners in China is different from the translation of Chinese books. The translation of Chinese books is the translation of Chinese books into other languages. The pictures of foreigners in China should be published in Chinese. If foreigners live in China, we should unswervingly promote the Chinese language to them and make them deeply integrated into Chinese society. Of course, publishing houses should also give due consideration to foreigners 'Chinese level. In order to promote their better understanding, they can consider using Chinese pinyin and Chinese language for comparative publishing. At the same time, they can also make appropriate notes on key Chinese terms that are difficult to understand in other common languages.

Second, adhere to political standards. To adhere to the political standards, first of all, is to ensure the political correctness of the contents of books. It is necessary to realize that books published for foreigners in China are still part of Chinese books. It is necessary to ensure the correctness of the ideology of books specially published, and never lower the review standards because they serve foreigners in China. Adherence to political standards should also be reflected in the pricing of books. Books are special commodities, and their political functions should be taken into account. In order to make more foreigners in China accept Chinese books, publishing houses should have corresponding political responsibilities. They should not set high prices for books for the purpose of making profits, and should be prepared for breakeven and small profits or even moderate losses.

4.2. Enrich the Form of Book Publishing

First, attach importance to electronic publishing. We should pay attention to the impact of reading habits of foreign readers in China on the market. According to the questionnaire, about 7%of foreigners in China have purchased relevant Chinese e-

books, and 20%of foreigners in China choose "if reading Chinese books, they prefer to choose electronic versions". At present,e-books and paper books are developing in parallel. At the same time, books with two publishing forms of paper books and e-books are becoming more and more common. The proportion of "paper and electricity synchronization "sales varieties is higher and higher, which has exceeded 35%in 2021.Publishing houses should actively adjust the publishing form according to the needs of users.

Second, increase online publishing. Network publishing has the comparative advantages of convenient reading, synchronous publishing and distribution, low price and resource saving. The questionnaire shows that about 10%of foreigners in China have visited Chinese novel websites, and about 40%of foreigners in China are willing to take online reading as an important way of non professional learning. Publishing houses should give full play to the advantages of online publishing and publish more suitable Chinese Books Online.

Third, make good use of crowdfunding for publishing. In the publishing field, crowdfunding is playing an important role, and more and more niche books can be published on demand. The scale of foreigners in China is relatively small. At this stage, it is difficult for publishers to accurately grasp the book needs of this kind of readers. Crowd funding publishing based on reducing publishing risks is obviously very suitable. Publishing houses should make good use of crowdfunding to publish, learn to find out the needs of foreigners in China through crowdfunding to determine publishing topics, and learn to lock the number of readers through crowd funding to achieve accurate distribution.

4.3. Properly Adjust the Publishing Position

First, pay attention to the social benefits of publishing. We should further realize the huge social benefits of publishing Chinese books to foreigners in China. Good books can help foreigners in China better and faster deepen their political, social and cultural identity with China. The publishing industry is moving towards marketization. It is natural for publishing houses to pursue economic benefits. They should support publishing houses in mining and publishing best sellers to obtain corresponding economic benefits. However, among foreign-related readers, the state should encourage publishing houses to continuously publish Chinese books that do not have significant economic benefits but have "important social benefits".

Second, publish "simple" books. Statistics show that 65%of foreigners in China do not choose Chinese books because they do not understand them. About 40%of them do not understand Chinese, and about 60%of foreign readers say that Chinese books are "difficult to understand". The primary purpose of creation is to let readers understand the author's thoughts, which requires that his creative expression must be concise and accurate, and must not be too flowery or too cumbersome. To achieve the universality of language, do not use long sentences and too academic language, and do not use language with multiple meanings. In particular, ancient Chinese should be used with caution. Classical Chinese is a kind of rigid language that has died orally and only exists in written materials. Modern Chinese people generally do not use it for oral conversation, and general foreign friends do not need to carry out listening and speaking training in classical Chinese at all.

Thirdly, publish "interesting" books. Publishing houses

should do a good job in publishing Chinese books, so as to attract foreigners to choose Chinese books. It is necessary to innovate the form of books and make them look like art works on the packaging, so as to directly attract the attention of foreign readers in China and make them willing to buy. We should respect the cultural differences of different levels and groups abroad, and develop multi-media integrated book products with the goal of value recognition and integrated development. [5] So we should make books "sound", so that Chinese books can sound in multiple languages, so that foreign readers in China can flexibly choose their favorite languages to read Chinese books and accurately understand the contents of books.

4.4. Continuously Improve the Publishing Quality

First, continuously improve the content quality of books. Chinese books for foreigners in China bear an important mission. Both authors and publishers need to have a strong sense of historical mission and a high sense of social responsibility, and take seriously the books to be published. Editors should carefully complete the three reviews, three proofreads and one reading in strict accordance with the procedures specified in the book quality assurance system, adopt the double editing system, increase the review procedures for books, and try to avoid content deviation.

Second, continuously improve the quality of printing and typesetting. Foreigners in China are of high quality on the whole. Accordingly, they also have higher requirements for books. The carrier of books they read must be of high quality. We should make books present the most beautiful aspect from the connotation to the appearance. For e-books and even online publishing, we should pay attention to typesetting, layout, font color size, spacing and other issues. For paper books, we should pay attention to paper quality, ink concentration, ink smell and so on.

5. Conclusion

It is of great political and cultural significance to publish Chinese books for foreign readers in China. It is the first thing for publishers to accurately grasp the reading ability and reading preferences of foreign Chinese books in China. Publishing houses should have confidence in publishing

Chinese books to foreigners in China, and believe that with the "wave of immigrants to China" and the "Chinese culture fever", the demand for Chinese books from a small audience of foreigners in China will be well stimulated. Publishing houses should take the initiative to adjust their strategies and make early preparations. In publishing, they should adhere to the usual political and cultural standards for publishing Chinese books, enrich the means of publishing forms, and enable foreign readers in China to read more excellent Chinese books with excellent quality and appropriate prices.

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Notes

Foreigners in law refer to natural persons who do not have Chinese nationality. In this article, foreigners mainly refer to foreign natural persons whose mother tongue is non Chinese. In China, they refer to those who have obtained a Chinese residence permit or have lived in China for more than 3 months: the relevant questionnaires of tourists and other short-term visitors who have stayed in China for less than 3 months are excluded from the statistics.