



# Research on the Status Quo and Strategy of Hubei Revolutionary Culture Outreach Translation

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**Abstract**—This paper focuses on the project of “Research on the Translation and External Communication of Hubei Revolutionary Culture”, which aims to conduct a comprehensive research on the status of multilingual foreign propaganda translation of revolutionary cultural heritage sites, educational bases, venues and scenic spots, etc. in Hubei Province, to collate and analyze the problems of the existing translations, and to make up for and improve the translations, so as to promote the international dissemination of the revolutionary culture of Hubei. The study combines online and offline research methods, assesses the quality of translation, explores the communication status quo, and puts forward targeted countermeasures to provide reference for similar revolutionary cultural outreach translation, help enhance cultural confidence and tell Chinese stories well.



**Keywords**—Hubei revolutionary culture, translation research, external communication, outreach translation

## I. INTRODUCTION

Revolutionary culture is the spiritual foundation of the Chinese nation, and the Hubei region, as an important birthplace of the Chinese Revolution, is rich in revolutionary cultural resources. General Secretary Xi Jinping has emphasized the need to inherit and carry forward the fine tradition of revolutionary culture and tell a good Chinese story. Based on the revolutionary cultural heritage sites, educational bases and other venues in Hubei, this study conducts a systematic research on the translation of their foreign propaganda, aiming to promote the multilingual dissemination of Hubei's revolutionary culture by analyzing the current status of existing translations, solving the translation bias, and filling in the translation gaps. The project integrates online and offline

resources from an interdisciplinary perspective, combines translation practice and theoretical research, and is committed to improving the accuracy and effectiveness of revolutionary culture outreach, providing practical paths and theoretical references for enhancing cultural cohesion and promoting international cultural exchanges.

## II. CHARACTERISTICS OF HUBEI REVOLUTIONARY CULTURE

### 1 Rooted in regional revolutionary history

Hubei's revolutionary culture is rooted in local revolutionary practices, forming unique regional characteristics. From Wuchang Uprising, Huangma Uprising to Central Plains Breakout, Hubei's

revolutionary activities have been carried out throughout the Agrarian Revolution, War of Resistance Against Japanese Aggression and War of Liberation, leaving behind a large number of revolutionary relics, cultural relics and documents, such as the former site of Qujiawan Xiang'Exi Revolutionary Base and the Memorial Park of Revolutionary Martyrs in Xiang'Exi Soviet Area, etc. These resources carry the revolutionary course of the Communist Party of China (CPC) in Hubei, with a distinctive regional identity and a thick history.

## **2 Emphasis on carrying forward the revolutionary spirit**

Hubei revolutionary culture is not only a product of history, but also a spiritual leading value in the new era. At its core are revolutionary traditions such as the “spirit of resistance to the floods of 1988”, which embodies the firm ideals, beliefs and spirit of sacrifice of the Chinese Communist Party. This spirit continues to be inherited through memorial halls, revolutionary education bases and other forms, and has been given new connotations of the times, such as the development of revolutionary tourism, the rule of law culture, etc., and has become an important carrier of socialist core values.

## **3 Possessing a broad mass base**

The formation and spread of revolutionary culture in Hubei has a broad mass base. During the revolutionary period, in addition to members of the CPC, members of the democratic parties, overseas Chinese, and religious figures were all involved (e.g., Dong Biwu, Zhang Zizhong, etc.), forming a cultural pattern that was jointly created by many groups. In contemporary society, there are even enterprises such as “General revolutionary Brewing” integrating revolutionary culture into brand building, the government fostering a team of “revolutionary Messenger” interpreters through legislation, and social forces actively participating in revolutionary public welfare activities, forming a pattern of synergistic inheritance by multiple subjects.

## **4 Driving education with tourism, promoting heritage with education**

Hubei revolutionary culture focuses on the deep integration with tourism and education. For example, the former site of the Xiang'e West Revolutionary Base in Qujiawan combines revolutionary stories with historical

landscapes to create an immersive experience through old street scenes and revolutionary memorials; the education sector has incorporated revolutionary resources into study activities for primary and secondary schools, organising student visits to revolutionary attractions, remembering revolutionary martyrs, and promoting the inheritance of the revolutionary spirit.

## **III. STATUS OF REVOLUTIONARY SCENIC AREA OUTREACH TRANSLATION**

Hubei is one of the important birthplaces of China's revolutionary culture, and its revolutionary resources, which are numerous, widely distributed and of high historical value, occupy a unique position in China's revolutionary history and socialist cultural system, and continue to play an important social value and significance of the times. However, the current situation of foreign propaganda translation of many revolutionary attractions is always unsatisfactory, and its problems mainly focus on the following aspects:

Firstly, there are many translation gaps. Some revolutionary scenic areas only provide corresponding English translations in certain areas, while other textual content is often overlooked. For example, the text introduction in the memorial hall of the Martyrs' Cemetery of the Honghu Xiang-E West Soviet Area has English translations, but the biography of General He Long on the statue outside the hall has no corresponding translation. Additionally, there is essentially no English translation in some scenic areas, with descriptions only provided in Chinese, as seen in the introduction of the former headquarters of the 5th Division of the New Fourth Army in Xiaogan, which has little corresponding translation. Secondly, the promotion channels and content are relatively backward. Although the government has launched a smart tourism platform, the dissemination through new media still relies on traditional text and images, with insufficient use of interactive formats such as short videos and live streaming. While some scenic spots have attempted to use new platforms and channels to promote revolutionary culture, the creativity of the content is lacking, making it difficult

to attract foreign tourists. Finally, there is a lack of design for merchandise and insufficient display of local characteristics. Revolutionary culture itself carries a serious and solemn nature, and many scenic spots, in order to maintain this characteristic, have not focused on the design and development of tourism peripheral products; even when there are such products, there tends to be a significant amount of homogenization, which fails to effectively stimulate the surrounding economy. In addition, the cultural customs of the region and revolutionary culture should blend and influence each other. However, some areas neglect to showcase their local cultural characteristics when designing and constructing scenic spots, leading to aesthetic fatigue among tourists and hindering the dissemination and promotion of Hubei's revolutionary culture.

#### IV. RESEARCH ON THE TRANSLATION STRATEGIE OF HUBEI REVOLUTIONARY CULTURE

The English introductions in revolutionary tourism attractions mainly serve a communicative purpose, which is to enable foreign tourists to accurately and objectively understand China's revolutionary culture. In the process of translating cultural statements of revolutionary tourism attractions, the translator must understand the intent of the original text and remain faithful to it, while also explaining Chinese culture, especially revolutionary culture, to foreign readers. Therefore, for different statements, different translation strategies should be employed based on the characteristics of the original text and the purpose of the translation, so as to ultimately achieve the goal of promoting China's history and revolutionary culture. Next, we will illustrate the translation methods of some cultural phrases in revolutionary tourism attractions with specific examples.

##### 1 Literal Translation

When translating revolutionary tourism promotional texts, if the source language and the target language are basically consistent in semantic and pragmatic levels, a literal translation method can be used. Doing so can present the lexical and rhetorical meanings of the original text intuitively, achieving a similar language effect to the

original text, and it can also effectively avoid information loss caused by cultural omission, retaining as much as possible the revolutionary cultural connotations and historical traces embedded in the source language. For some names of revolutionary historical events, place names, and proper nouns of figures, a literal translation method can be adopted.

Example 1: 功昭日月，永垂不朽！

Their great achievements, shining brightly like the sun and moon, and will forever be remembered in history!

This idiom appears in the preface of the Zhou Laozui Xiang-E-Xi Revolutionary Museum. The meaning of “功昭日月” is that a person's contributions are as evident as the sun and moon, while “永垂不朽” refers to glorious deeds or great spirits being passed down forever. Both idioms are used to describe the significant achievements of martyrs and their revolutionary spirit, expressing later generations' admiration and respect for the great spirits of revolutionary heroes. Therefore, a literal translation method is employed, directly translating words like “日”, “月”, and “不朽” into “sun”, “moon”, and “forever be remembered in history”, preserving the essence of red culture while also clearly conveying reverence for the martyrs, allowing foreign tourists to experience the solemn and dignified atmosphere of red scenic spots.

Example 2: 三峡工程是治理和开发长江的关键性骨干工程，是迄今为止世界上规模最大的水利枢纽工程和综合效益最广泛的水电工程。

The Three Gorges Project is the key backbone project for the governance and development of the Yangtze River, and it is the largest-scale water conservancy hub project and the most extensive hydropower project in the world to date.

This sentence comes from the introduction of the Three Gorges Water Conservancy Project located in the middle section of the Xiling Gorge in Yichang, Hubei, along the Yangtze River. The term “三峡工程” is directly translated as “The Three Gorges Project”, and “长江” is directly translated as “the Yangtze River”, preserving the original names and cultural characteristics by translating proper nouns

literally. “关键性骨干工程” is directly translated as “key backbone project”, “规模最大的” as “largest-scale”, “水利枢纽工程” as “water conservancy hub project”, “综合效益最广泛的” as “the most extensive”, and “水电工程” as “hydropower project”. These phrases are directly translated according to the vocabulary and word order of the original text, maintaining semantic and pragmatic consistency with the original text and accurately conveying the information.

## 2 Amplification

Important historical events, names, places, as well as poetic allusions and commonly accepted expressions often appear in the revolutionary tourism external publicity texts. This historical and cultural information is very easy to understand for the source language authors and domestic tourists, but for foreign tourists who lack background knowledge of Chinese history and revolutionary culture, it is like reading a book in an unknown language, leaving them puzzled. Therefore, when handling this type of translation issue, the translator needs to adopt an amplification approach, further elaborating on important information that is not directly stated in the source language but is essential for the target language readers to understand.

Example 1: 2022 年清明迁葬县域内零散烈士墓集中入陵园 9 名, 无名烈士墓一座。

In 2022, nine scattered martyrs' graves within the county were relocated to the cemetery during the Qingming Festival (also called Tomb Sweeping Day, which is the time for Chinese people to show respect to their ancestors by cleaning their ancestors' tombs and placing offerings), along with one unknown martyrs' grave.

This passage is from the introduction of the Laifeng County Martyrs' Cemetery in Laifeng County, Enshi Prefecture, Hubei Province. The translation of “清明” here adopts an amplifying translation method. Considering that the target audience may not be familiar with the Qingming Festival, this method is used to briefly explain that it is a Chinese traditional festival where people commemorate their ancestors through tomb-sweeping and offering sacrifices. This not only helps the target readers better understand the festival but also allows them to appreciate and savor the exotic flavor, promoting cultural exchange between different

ethnic groups.

Example 2: 湘鄂川黔革命根据地

The revolutionary base areas of Hunan-Hubei-Sichuan-Guizhou

This passage comes from the preface of the memorial hall of the Xiang-E-West revolutionary base area located in Jianli City, Hubei Province. The terms “湘、鄂、川、黔” refer to the abbreviations for Hunan Province, Hubei Province, Sichuan Province, and Guizhou Province, respectively. Behind these names lies a unique Chinese culture and history. A direct phonetic translation to “Xiang'e-Chuan-Qian revolutionary base areas” may confuse foreign tourists. Therefore, an expansion translation can be used, such as “The revolutionary base areas of Hunan-Hubei-Sichuan-Guizhou” which not only facilitates reading and understanding for foreign tourists but also provides a more intuitive understanding of the geographical location of these revolutionary base areas.

## 3 Omission Translation

Promotional materials for revolutionary tourism often include rhymes, stylistic choices, and elevated themes, as well as techniques that combine scenic representation with emotional expression. Using a literal or idiomatic translation could result in redundancy and linguistic clumsiness, failing to convey information accurately and not aligning with the reading and thinking habits of foreign audiences. In this case, it is necessary to employ the method of reduction. Omission, as a common translation strategy, appropriately omits information that is optional in the source text, simplifying or deleting it to make the translation more concise and fluid. This approach aligns with the reading habits of the target audience and helps enhance the text's communicability.

Example 1: “万众一心，众志成城”体现了中国人民的强大凝聚力。

“The unity of all” is a reflection of the strong cohesion of the Chinese people.

Both “万众一心” and “众志成城” describe the vast unity of the people, so these two idioms can be combined in translation to avoid redundancy. The translation is based on fidelity to the original meaning,

while optimizing the structure to better conform to English language habits.

Example 2: 新四军第五师在华中大地纵横驰骋，越战越强，从 168 余人发展成为五万雄狮。

The Fifth Division of the New Fourth Army carried out revolutionary struggle across the land of central China, and grew stronger and stronger, from more than 168 soldiers to 50000.

“从 168 余人发展成为五万雄狮”clearly uses metaphorical rhetoric, comparing the Fifth Division of the New Fourth Army to lions, reflecting a respect for revolutionary martyrs. However, in Western culture, the image of a lion more often symbolizes power and strength, showcasing dominance and control from one party over another, which clearly does not align with the image of the people's army. Therefore, it cannot be directly translated as “from more than 168 people to 50,000 male lions”, but should rather adopt a reduction method, omitting the rhetorical device and translated as “from more than 168 soldiers to 50,000”. This way, foreign tourists will not misunderstand or misinterpret the image of the Chinese revolution and the people's army.

#### 4 Annotation

In order to ensure that the translation reflects the meaning and style of the source language as much as possible and fills the gap in historical background knowledge for foreign tourists, historical and cultural background information related to proper nouns should be supplemented and annotated based on the original text. Example 1: 每年清明、七一、八一、烈士纪念日来陵园纪念烈士达 4 万多人，全年接待瞻仰人数共 10 万多人次，为来凤精神文明建设和传扬红色文化做出了积极贡献。

Every year on Qingming Festival, July 1st (CPC Founding Day) August 1st (Army Day) and Martyrs' Day, more than 40,000 people come to the mausoleum to pay tribute to the martyrs. The mausoleum receives more than 100,000 visitors throughout the year, making positive contributions to the spiritual civilization construction and the promotion of red culture in Laifeng.

The terms “七一”and“八一” adopt the annotation translation strategy.“七一” and “八一”are respectively the founding anniversary of the Communist Party of China and the founding anniversary of the People's

Liberation Army. Considering that the target language readers may not understand the significance of these two dates, a footnoting method is adopted to indicate the festivals represented by these two dates.

Example 2: 一九九五年在纪念中国抗日战争胜利暨世界反法西斯战争胜利五十周年之际，各单位和各界人士自发捐款，兴建了张昌岐烈士塑像和烈士英名录。

In 1995, on the occasion of the 50th anniversary of the victory of the Chinese War of Resistance against Japan(1937-1945) and the World Anti-Fascist War(1950-1953), various units and people from all walks of life spontaneously donated funds to build the statue of martyr Zhang Changqi and the list of martyr's names.

The translation of “中国抗日战争胜利暨世界反法西斯战争” adopts the strategy of foreignization with literal translation and annotation, considering that the target language readers may be unfamiliar with these two wars, hence adding the starting dates of these two wars is beneficial for spreading Chinese red culture.

#### 5 Discourse Reorganization

In the practice of Hubei revolutionary culture outreach translation, based on the differences between English and Chinese language structure, the translator should adjust the discourse structure according to the specific situation, reorganize the sentences by splitting or merging, and strive to make the translation faithful to the original language and in line with the language expression habits of the target language readers.

Example 1: 位于对面的革命烈士纪念馆的陈列，较为全面、系统、真实地反映了宜城市的革命斗争史，两馆均位于烈士陵园内，居于市区，是湖北省政府核定公布的省级纪念馆。

The display of the Memorial Hall of revolutionary martyrs, located opposite, reflects the revolutionary struggle history of Yicheng city in a more comprehensive, systematic and true way. Martyrs Cemetery, composed of these two museums, located in the urban area, is a provincial memorial hall approved and announced by the Hubei Provincial government.

Firstly, the translation adjusts the order of



information presentation, changing the original structure of first introducing the exhibits of the memorial hall, then stating the location, and finally emphasizing its official recognition, to first describing the functions of the memorial hall, then mentioning its components, and finally explaining its official status, which makes the logic clearer. Secondly, the original text is a relatively long sentence; the translation splits this up, presenting the part about“较为全面、系统、真实地反映了宜城市的革命斗争史”separately, thus making the expression smoother. Moreover, the translation combines the two parts “两馆均位于烈士陵园内，居于市区” and“是湖北省政府核定公布的省级纪念馆”，making “Martyrs Cemetery, composed of these two museums, located in the urban area” the subject, which leads into “is a provincial memorial hall...”, tightening the sentence structure. Through these adjustments, the translation has optimized the discourse structure while faithfully conveying the original meaning, making the expression more natural and the information more layered, in line with the reading habits of English-speaking audiences.

Example 2: 武昌起义翌日，即1911年10月11日，湖北革命党人和起义官兵代表，邀请諮议局议员等地方士绅汇集于此，商议组建中华民国军政府鄂军都督府，推举原清军第21混成协统领黎元洪为都督。

The day after Wuchang Uprising, i.e., October 11, 1911, Hubei revolutionaries and representatives of the insurgent soldiers and officers, invited members of the Consultative Council and other local gentry to gather here to discuss the formation of the military government of the Republic of China in The Military Government of Hubei. And they elected Li Yuanhong, the former commander of the 21st mixed association of the troops of Qing Dynasty, to be the Governor.

The text contains several small sentences. In order to express the needs, the source language is split into two new sentences with “Hubei revolutionaries and representatives of the insurgent soldiers and officers” as the subject, which relieves the reading pressure of foreign readers to a certain extent. And because the same subject is implied, using “they” in the second sentence does not affect the coherence of the sentence. At the same time, the two newly split sentences introduce the primary tasks and secondary outcomes of the meeting, making the meaning

of the translation more layered.

## V. CONCLUSION

This study focuses on the revolutionary culture tourist attractions in Hubei Province, and through field research and text analysis, it combs through the current situation and issues of the translation of Hubei revolutionary culture for external promotion. Research members, combining the uniqueness of Hubei revolutionary culture, conducted an analysis of the translation strategies for the external promotion texts of the tourist attractions. These practices demonstrate that the flexible use of translation strategies can effectively enhance the accuracy and readability of external promotion texts, aiding the cross-cultural transmission of the core spirit of revolutionary culture. The international dissemination of revolutionary culture has a long way to go, but through the combination of precise translation and diversified communication, Hubei revolutionary culture is bound to bloom with unique charm on the world stage, injecting new vitality into enhancing cultural confidence and telling China's story well.

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