

PUBLICITY TRANSLATION AND COMMUNICATION OF THE INTANGIBLE CULTURAL HERITAGE OF SHANDONG ZITHER MUSIC

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Abstract

Publicity translation can build an atmosphere for the protection of Shandong zither music, one of intangible cultural heritages, in the service of local research and protection of intangible cultural heritages, and so as to provide language services for its "going abroad", to achieve mutual understanding for the purpose of language communication practice, and to promote the ecological protection and transmission of Shandong zither music culture.

Keywords

Shandong zither music; intangible cultural heritages; publicity translation and communication

1. INTRODUCTION

Shandong zither music has a long history and numerous schools among which Chinese zither school stands out with its rich historical and cultural background and unique artistic temperament (Gao Liang, 2020). The seal script of Chinese character “Zheng” means “Zhu (bamboo) + Zheng (grab or scratch with hands)”, indicating that hands are playing the stringed bamboo instrument in ancient times (**Figure 1**).



Fig 1 Chinese character “Zheng” and Chinese zither

According to its form and style, Shandong zither music can fall into two categories. One is classical music, commonly known as “large panel” in the form of *Eight Plates*. It is of elegant tunes, rigorous structures and clear rhythms as well as distinctive themes and profound thoughts. The representative compositions include *Autumn Moon Over Han Palace* and *High Mountains and Flowing Water*, etc. The other is small plate,

adapted from local rap music and folk minors. It is of refined structures, various rhythms and exquisite and soft melodies and prevalent mainly in Heze city of Shandong province. The representative compositions include *Song of Fengxiang*, *The world is the same*, etc.

Shandong zither music is a kind of folk music of the Han nationality, with rich repertoire, strong musical temperament, simple and beautiful lyrics. It was included in the first batch of intangible cultural heritage list of Shandong province in 2006 and the second batch of national intangible cultural heritage protection list expansion project in 2008. In 2017, *Outline of the National Plan for Cultural Development and Reform during the 13th Five-year Plan Period* called for strengthening protection of cultural heritage. Therefore, the intangible cultural heritage of Shandong zither music should be publicized and disseminated in the hope of achieving the purpose of effective protection and transmission.

2. PUBLICITY TRANSLATION PROVIDES LANGUAGE SERVICES FOR PROTECTION OF THE INTANGIBLE CULTURAL HERITAGE OF SHANDONG ZITHER MUSIC

Since China vigorously promoted the declaration of intangible cultural heritage in 2006, more and more attention has been paid to the protection and inheritance of intangible cultural heritage. In the research about the protection of the intangible cultural heritage of Shandong zither music, Liu Na (2011) studies the musical non-material

cultural heritage protection and ecological protection, and puts forward strategies to guarantee inheritance and healthy development. Chinese non-material cultural heritage is the main and the most important part of the music classes in which there are its own particularity, different regions and different people who can produce different music culture. Therefore, we should pay attention to adopt different protection means and methods, and guide the local people to create an atmosphere of protecting the intangible cultural heritage of music through various ways and channels. From the perspective of applied linguistics, publicity translation of intangible cultural heritage is an embodiment of ESP (English for Specific Purposes) translation. The use of language for a purpose is central to ESP theory, and the key is to highlight the instrumental, service, and professional nature of language. Therefore, it is a probe into the ecological protection of the intangible cultural heritage of Shandong zither music from the perspective of publicity translation.

Since the second half of the 20th century, western translation studies have experienced a shift from linguistics to culture. Wang Feng and Chen Wen (2017) investigated the development context and hot frontiers of translation studies at home and abroad, and pointed out that translation studies should not only realize the interdisciplinary study of linguistics and cultural schools, but also realize the interdisciplinary study of humanities, social sciences and natural sciences. Three opportunities for translation studies in China are Chinese culture "going abroad", the Belt and Road Initiative, international cooperation in running schools; three trends are presented: the combination of academia and industry, the combination of localization and globalization, and the paradigm of interdisciplinary research; three challenges are to be met: translation and communication, translation and inheritance, translation and education. Thus, publicity translation has become an important way for the world to know more about China.

In the existing studies on the translation of intangible cultural heritage into English, researchers have made some suggestions for the translation of intangible cultural heritage into English based on different translation theories, such as, Gao Angzhi (2019) tells the Chinese-English translation and international communication of intangible cultural heritage, and Wang Yulan (2019) researches on translation of intangible cultural heritage texts based on Text Type Theory, etc. No matter which translation theory or translation strategy is adopted, the

purpose is to promote the spread and promotion of intangible cultural heritage overseas, focusing on the translation and promotion of intangible cultural heritage classics. However, the follow-up studies on the translation of intangible cultural heritage into English should narrow down the scope of study and focus on the empirical study of local intangible cultural heritage. Translation studies should focus on local intangible cultural heritage projects and serve the local intangible cultural heritage research, protection and inheritance (Zeng Yanwen, 2018). Translation studies about the intangible cultural heritage of Shandong zither music are in the trend of localization and globalization research paradigm, based on the service to local research and protection of intangible heritage, in the micro level to meet "three major challenges" in translation studies. Through the publicity translation, Shandong zither music is worth spreading and inheriting, at the same time translation corpora can be used for cultural heritage education.

The invisibility of the intangible cultural heritage of Shandong zither music is the most significant feature to distinguish the other forms of culture. It belongs to category of human activities, must rely on action to display. Its national character and uniqueness makes the translated text in many special national brilliant cultures. From the perspective of practical language philosophy, the translation activity is a language communication practice aimed at promoting the mutual understanding of Shandong zither music culture, so as to better protect and spread this intangible cultural heritage. For example, *Yin Gong Laments Himself* is an excellent Shandong zither music with melodious and various rhythms and rising and falling light tunes and accents. The composition is sometimes in affectionate meditation while sometimes in deep feelings and enthusiasm, representing the concerning about the country and the people as well as cynicism of an ancient old hermit who remained frustrated all his life. It adopts the playing techniques such as pressing, trembling, rubbing and gathering as well as flicking, hooking and propping. The highlighted application of falling-rising to melodies gives an appropriate expression to the connotations and sentiments the composition reveals.

3. CONCLUSION

Shandong zither music, as the musical non-matter cultural heritage, has a need for the ecological

protection, and the combination of inheritance and translation is conducive to China's outstanding traditional culture abroad, make foreign friends understand China's traditional culture, while promoting the protection and heritage of the traditional culture and intangible cultural heritage development. Shandong province is rich in intangible cultural heritage resources. With Shandong zither music as the entry point for publicity translation, it drives the ecological translation of the whole publicity of intangible cultural heritage in Shandong province, improves the protection, development and utilization of intangible cultural heritages, and provides the resource support for building a strong cultural province.

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