Proceedings of the 5th International Conference on Literature, Language, and Culture Development
DOI: 10.54254/2753-7064/2026.35276

Research on the Development Path of English Translation Major under National Strategic Demands — From the Perspective of Xi Jinping Thought on Culture

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Abstract. Guided by Xi Jinping Thought on Culture, this paper focuses on how the English translation major can align with national strategies, and systematically analyzes its role in advancing national translation capacity, shaping China's foreign discourse system, and building a country strong in culture. The English translation major should take the "Two Integrations" as its fundamental basis, and contribute to telling China's stories well, spreading China's voice and boosting the communication of Chinese civilization by optimizing the talent cultivation system, strengthening intercultural communication competence and deepening industry-education integration. This paper identifies dilemmas in the major's development, including uneven education quality, insufficient industrial synergy, shortage of high-end translation talents amid the impact of AI, and imperfect evaluation and incentive mechanisms. Targeted optimization approaches are put forward, aiming to make the English translation major adapt to national strategic needs, and provide theoretical reference and practical methods for promoting the building of a culturally strong country.

Keywords: Xi Jinping Thought on Culture, English translation major, foreign discourse system

1. Introduction

In today's fast-changing world, cultural strength has increasingly become a core component of a country's overall competitiveness. Building China's foreign discourse system and enhancing its international discourse power have become key priorities of national development. In the report to the 20th National Congress of the Communist Party of China, General Secretary Xi Jinping stated that we should "accelerate the development of China's discourse system and narrative system, tell China's stories well, spread China's voice, and present a credible, admirable and respectable image of China [1]." Xi Jinping Thought on Culture points out the direction for us: we shall deepen exchanges and mutual learning between civilizations and promote Chinese culture to truly go global.

The English translation major shoulders the mission of the times to cultivate talents with both language proficiency and cultural integration competence. It serves as a vital pillar for developing national translation capacity, and also a key force for spreading Xi Jinping Thought on Culture to the world and telling China's stories well. Nevertheless, many difficulties remain in the development of

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DOI: 10.54254/2753-7064/2026.35276

the English translation major. For instance, some colleges and universities focus heavily on translation skills in teaching, while attaching insufficient importance to fostering students' cultural literacy and awareness of national strategies. From the industrial perspective, cooperation between schools and enterprises is not deep enough, and high-level translation talents are still in short supply. Coupled with the impact of artificial intelligence development, traditional talent cultivation sometimes fails to keep up with actual market demands.

Based on Xi Jinping Thought on Culture and centered on national strategic needs for translation capacity building and cultural prosperity, this paper systematically discusses how the English translation major can better serve the overall national interests, analyzes the dilemmas and challenges in its development, and further explores optimization paths, so as to help the major better align with national strategies and promote effective international communication of Chinese civilization.

2. Research status

2.1. Domestic research status

At present, academic research on Xi Jinping Thought on Culture keeps deepening, forming diverse theoretical interpretation frameworks with systematic reviews covering its overall structure, core content, internal logic and theoretical features. This not only reflects the systematic nature of the thought, but also demonstrates its rich connotations.

2.1.1. Perspectives on the theoretical system framework

Scholars have summarized the theoretical system of Xi Jinping Thought on Culture from different angles. For example, Chen Shaohui and Sun Xiguo argue that the thought features "understanding the essence and applying it in practice, with essence and application integrated", serving as both a world outlook and a methodology [2]. Shang Zhixiao classifies its content into four parts: "general theory, specific theory, cognitive theory and practical theory" [3]. Shen Zhuanghai generalizes it into cultural value, mission, path, fields, spirit and leadership, among others [4]. Meng Xianping further expands the scope to cover almost all major areas of cultural development, showing the openness and integrity of this ideological system [5].

2.1.2. Composition of core elements

From the perspective of constituent elements, Zhang Shuhan and Qi Ruqiang hold that Xi Jinping Thought on Culture includes four types of core elements. First, the subject element: it emphasizes that the people are the creators and beneficiaries of culture, and the Communist Party of China undertakes the cultural mission. Second, the object element: it is mainly reflected in key areas specified by the "Seven Efforts", such as ideology and the cultivation of core socialist values. Third, the goal element: it defines the progressive goals of boosting cultural prosperity, building a culturally strong country, and developing the modern civilization of the Chinese nation. Fourth, the guarantee element: it includes supporting conditions such as the fundamental system for ideology, talent teams and technological empowerment. The four elements work in coordination to promote the implementation of the theory [6].

DOI: 10.54254/2753-7064/2026.35276

2.1.3. Theoretical traits: scientific, practical and open

The academic community generally agrees that Xi Jinping Thought on Culture bears distinct scientific and practical features. In terms of overall characteristics, it embodies multiple attributes including scientific nature, people-orientation, practicality and development under systematic thinking [7]. Among them, "understanding the essence and applying it in practice, with essence and application integrated" is its core theoretical character. "Understanding the essence" means grasping the laws of cultural development, while "applying it in practice" stresses guiding practical work. The combination of the two reflects the in-depth integration of theory and practice [8].

As for specific traits, scholars have offered explanations from different dimensions. For example, it is noted that the thought realizes the organic unity of cultural inheritance and innovation, cultural subjectivity and diversity, historical confidence and cultural confidence, as well as national position and international vision [9]. Meanwhile, it also demonstrates people-orientation, systematicness, originality and global vision. The proposal of original concepts such as "cultural subjectivity" and "modern civilization of the Chinese nation" particularly showcases its vitality in theoretical innovation [10].

Overall, current research has outlined the basic theoretical landscape of Xi Jinping Thought on Culture from multiple levels. It pays attention to both the overall structure and the in-depth analysis of internal logic and traits, providing useful reference for further grasping its spiritual essence and promoting cultural practice.

2.2. Foreign research status

With the sustained and rapid development of China's economy and society and the steady growth of its comprehensive national strength, China's international status and global influence have kept rising. Naturally, China's development has drawn attention from foreign academic circles. Nowadays, research topics on socialism with Chinese characteristics keep emerging globally, with a growing number of related articles and discussions.

Elizabeth Economy, a scholar from the Center for Asian Studies at the Council on Foreign Relations of the United States, once published an article titled *Fascinating Facts About Xi Jinping, President of China* in *The National Interest*. She commented that President Xi has a solid theoretical foundation, and his speeches often quote classics, being both profound and vivid. More importantly, she believes that President Xi truly demonstrates the original aspiration of serving the people, and shows great vision and courage in state governance.

Foreign academic circles have gradually shifted their research focus to China's cultural development, covering topics such as ideological evolution and the modern transformation of traditional culture. Due to differences in cultural backgrounds and values, there are still few foreign scholars specializing in President Xi's expositions on cultural confidence. On the other hand, foreign scholars have carried out systematic research and achieved results in related fields such as cultural globalization and soft power. These findings provide new perspectives for us, and offer inspiration and experience for our future research on similar academic issues.

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3. Xi Jinping Thought on socialist culture with Chinese characteristics for a new era and international communication

3.1. Policy requirements and system construction of the foreign discourse system

3.1.1. Foreign discourse system with Chinese characteristics

The construction of a discourse system with Chinese characteristics is an important part of national strategic capacity. It aims to go beyond the mere function of language as a tool, and build a discourse system that expresses China's position and theories and adapts to international communication needs. Its core lies in explaining and spreading the "Four Confidences", adhering to the people-centered development philosophy, integrating Chinese features and demonstrating an international vision. The system is committed to promoting the spread of Chinese ideas and Chinese solutions on the global stage, and supporting China's participation in global governance and dialogue on an equal footing.

The construction of this system is of great significance. From the national strategic perspective, it helps break the Western discourse monopoly, enhance international discourse power, let the world hear China's voice and see China's development, and promote the global sharing of China's development benefits. From the educational perspective, building China's discourse system has reshaped the training objectives of foreign language talents. It emphasizes that English major education should not only focus on professional language skills, but also improve students' political literacy and cultivate compound talents to meet the needs of international communication.

3.1.2. Important expositions on foreign discourse development in the new era

In the new era, the CPC Central Committee with Comrade Xi Jinping at its core has placed the development of the foreign discourse system in a strategically important position, and attaches great importance to enhancing international discourse power. The Central Committee clearly requires comprehensively strengthening international communication capacity, and building a foreign discourse system with Chinese characteristics that is creative, appealing and credible, so as to accurately convey China's voice and clarify China's position.

Telling China's stories well. China's stories cover a wide range of areas including politics, economy, culture, diplomacy and national defense. General Secretary Xi Jinping once pointed out clearly: since we can handle domestic affairs properly, can we lack the ability to tell China's stories? We should have such confidence [11]! China's path of peaceful development and fine traditional Chinese culture are the solid foundation for our confidence in telling China's stories. To tell China's stories well, we must take root in Chinese culture, promote the creative transformation and innovative development of fine traditional Chinese culture, and explore the unique national connotation and cultural aesthetics embodied in Chinese culture.

Spreading China's voice well. General Secretary Xi noted that to better spread China's voice, we should establish a concept of extensive publicity, mobilize all fronts and departments to participate, and closely integrate publicity and ideological work with governance in all fields to form joint efforts for spreading China's voice. We must fully stimulate the enthusiasm and creativity of the people, and ensure that every one of the 1.3 billion Chinese people can become a core force in inheriting and promoting Chinese virtues and Chinese culture. To explain Chinese characteristics well, we should elaborate that countries follow different development paths due to differences in history, culture and national conditions. As the carrier of the Chinese nation's spiritual pursuit,

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Chinese culture provides continuous nourishment for national development. Fine traditional Chinese culture, as a unique cultural advantage of the Chinese nation, is our deepest cultural soft power. Rooted in Chinese culture, socialism with Chinese characteristics reflects the common will of the Chinese people and adapts to China's development and the requirements of the times, boasting profound historical origins and extensive realistic foundation [12].

3.1.3. Cultural confidence

Cultural confidence is one of the core elements of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. It is the source of strength for "telling China's stories well and spreading China's voice" and "enhancing international discourse power", and serves as the spiritual foundation of a nation in foreign communication.

General Secretary Xi's important expositions on cultural confidence have defined the value stance of foreign communication. Cultural confidence originates from the profound heritage of fine traditional Chinese culture, the spiritual inheritance of revolutionary culture and the innovative development of advanced socialist culture. It requires that foreign communication should uphold the subjectivity of Chinese culture, neither belittling ourselves nor being arrogant, and present the unique charm and contemporary value of Chinese culture in an objective manner.

"Telling China's stories well" is the practical path of cultural confidence in foreign communication. General Secretary Xi's relevant expositions emphasize that storytelling should balance authenticity and appeal. It should not only focus on China's development achievements and institutional strengths, but also pay attention to the struggles and life changes of ordinary people, and use vivid cases to reduce cultural barriers. This requires foreign communication to break away from the grand narrative mode, stay close to the audience, and let the international community understand China's development concepts and values through stories, so as to achieve emotional resonance and value recognition.

"Enhancing international discourse power" is the goal orientation of cultural confidence in foreign communication. General Secretary Xi clearly proposed to build a discourse system that connects China and the rest of the world, and create new concepts, categories and expressions. This requirement guides foreign communication to break the Western discourse monopoly, transform China's practice into discourse understandable and acceptable to the international community based on respecting the laws of international communication, enhance the persuasiveness and influence of Chinese discourse, and let the world know China in a more comprehensive, objective and vivid way.

3.2. The role of translation in discourse system construction

Language is not only a tool for communication, but also a reflection of thinking and culture. As a cross-linguistic and cross-cultural communication activity, translation is essentially more than the conversion of linguistic symbols; it is a medium that promotes communication and understanding between different cultures. Translation is a key link in China's construction of its foreign discourse system, and plays an irreplaceable role in shaping national image, interpreting development paths and conveying values.

In terms of national image building, translation enables the international community to form an objective perception of China through semantic adaptation and context reconstruction. For distinctive concepts such as "a community with a shared future for mankind" and "whole-process people's democracy", translation must abandon word-for-word literal translation and adopt expressions like *Community with a Shared Future for Mankind* and *Whole-Process People's*

DOI: 10.54254/2753-7064/2026.35276

Democracy. These expressions retain the core meaning while conforming to English usage, and help shape the image of a responsible major country.

In interpreting the development path, translation, through appropriate amplification strategies combined with historical and realistic context, demonstrates the uniqueness and rationality of China's path. For topics such as "Chinese modernization" and "common prosperity", translation should not only accurately convey the connotation, but also explain to the world that China's development path stems from its own history, culture and national conditions through supplementary cultural background. It is essentially different from Western development paths and provides an alternative for human modernization, thus enhancing the international community's understanding and recognition of China's path.

In conveying values, translation needs to apply cross-cultural transformation to integrate Chinese ideas into the global discourse system. It combines the essence of traditional culture such as "benevolent governance" and "harmony without uniformity" with modern values such as the Global Civilization Initiative and fairness and justice. While retaining Chinese cultural connotations, it takes cross-cultural communication effectiveness into account, so that people from different cultural backgrounds can accurately understand Chinese concepts and values, injecting lasting impetus into the construction of the foreign discourse system through translation.

4. Challenges and countermeasures for the foreign translation and communication of chinese discourse

4.1. Challenges for the foreign translation and communication of Chinese discourse

The foreign translation and communication of Chinese discourse is a key part of building a foreign discourse system with Chinese characteristics. Although it enjoys historical opportunities brought by the great changes unseen in a century and the rise of China's comprehensive national strength, it still faces numerous obstacles. These obstacles are interconnected and affect the acceptance of China's voice by the international community.

Ideological differences between China and the West are one of the core obstacles. China and the West differ in values and social systems. Western ideology centered on individualism and liberalism has long dominated the international discourse system, and there is a lack of in-depth understanding of values advocated by China such as collectivism and fairness and justice. When Westerners first encounter Chinese characteristic concepts such as "whole-process people's democracy" and "a community with a shared future for mankind", they often fail to understand them accurately due to ideological stereotypes, and even label them as "heterogeneous". The core connotation deviates from the audience's understanding, making it difficult to achieve value resonance.

The inherent prejudice of Western media further aggravates the communication dilemma. Relying on discourse hegemony, Western mainstream media carry out negative reports on China's image with pre-existing subjective bias. Even if Chinese discourse enters the international stage through accurate translation, some Western media still conduct selective interpretation and deliberate misreading. They slander the Belt and Road Initiative as "new colonialism" and misinterpret "common prosperity" as "changing the development model". Such prejudice indeed weakens the effect of translation and communication, and prevents the international community from forming an objective understanding of Chinese discourse.

Cultural barriers exist for concepts of Chinese characteristic culture. Many core concepts in Chinese discourse are deeply rooted in Chinese culture, and there are no completely equivalent expressions in English. For concepts like "Chinese modernization" and "common prosperity", literal

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translation can hardly convey their cultural connotations, while free translation tends to lose the core meaning. For traditional cultural terms such as "benevolent governance" and "harmony without uniformity", absolutely accurate cross-cultural translation cannot be achieved due to cultural gaps, resulting in the failure of the deep connotation of some discourses to arouse cultural and emotional resonance among international audiences.

The rapid development of all sectors in China poses a severe test to the timeliness of translation. The practice of socialism with Chinese characteristics keeps generating countless new concepts and expressions, but translation theories and strategies often fail to keep pace with practical development. Some translations lack forward-looking guidance, leading to different translations of the same concept, which affects the consistency and authority of Chinese discourse communication. The communication power and appeal of Chinese discourse on the international stage have not been fully brought into play.

4.2. Countermeasures for the foreign translation and communication of Chinese discourse

The foreign translation and communication of Chinese discourse still face many challenges. In this context, exploring effective countermeasures to address the communication dilemma and enhance the international communication power, influence and appeal of Chinese discourse, so that the world can better read and understand China, is not only of great theoretical value, but also of urgent practical significance. Combined with the experience and problems in the practice of English translation major, this chapter will systematically discuss solutions.

4.2.1. Optimizing translation strategies to achieve accurate conversion and cultural adaptation

To build an international discourse system, appropriate translation strategies must be adopted according to context. Adhering to the basic principle of "faithfulness", we should establish unified translation standards for core concepts such as "a community with a shared future for mankind" and "Chinese modernization", and ensure terminology consistency by developing corpora including term banks and case banks, so as to reduce the weakening of communication effect caused by inconsistent expressions. In translation, cultural adaptation should be taken into consideration. For culture-loaded words such as "harmony without uniformity" and "benevolent governance", literal translation can be adopted as the main method, with appropriate supplementary cultural background. Functional equivalence strategies can also be applied: retaining the core connotation of Chinese culture while enabling international audiences to gain similar reading experience and cultural cognition. Adjusting the expression style in line with the target audience's thinking habits and discourse logic will help Chinese discourse achieve cross-cultural cognition and communication while retaining its cultural identity.

4.2.2. Cultivating compound talents to consolidate the talent foundation for communication

Talents are the pioneers in building the foreign communication discourse system. College English translation majors must reconstruct the talent cultivation system, incorporate Xi Jinping Thought on Culture, the discourse system with Chinese characteristics and intercultural communication theory into the curriculum, strengthen students' cultural confidence and awareness of national strategies, and focus on cultivating their ability to interpret Chinese discourse and conduct intercultural communication. While consolidating professional skills, students should also understand the connotation of Chinese characteristic concepts, master Sino-foreign cultural differences and

DOI: 10.54254/2753-7064/2026.35276

audience cognitive habits, and grasp the core topics of China's stories. On the basis of traditional language skill courses, the curriculum should add culture-related courses to help students master English expressions of Chinese traditional culture and clarify the connotation and logical context of China's stories.

Education should also focus on improving practical ability. Computer-integrated courses can be offered to help translation keep up with the technological trend and enter a new era of digital-intelligence integration. Interdisciplinary elective courses can also be opened to realize cross-disciplinary integration with journalism and communication, international politics, Chinese language, history and other majors, making up for the knowledge deficiency of single language majors. In addition, school-enterprise cooperation, simulated translation projects, international exchanges and other forms can be adopted to improve students' practical ability. The state can also implement industry talent incentive policies to attract high-end talents to engage in the translation and communication of Chinese discourse, and build a professional talent echelon.

4.2.3. Innovating communication channels to build a diversified communication network

To break the Western media's discourse monopoly, we should develop diversified communication channels, innovate communication paths and build a multi-level three-dimensional communication network. This is an important measure for contemporary China to build its foreign discourse system, tell China's stories well and spread China's voice. The digital wave has driven the innovation of communication channels. We should integrate the English translation major with new media technologies, devote efforts to major overseas social platforms, and at the same time build a digital communication framework with independent influence. Through short videos, live broadcasts, virtual scenes and other forms, we can turn China's development achievements, the charm of traditional culture and real people's livelihood into visible content, so that international audiences can learn about China in pleasant audio-visual experience. Releasing content related to intangible cultural heritage skills and rural revitalization on platforms such as TikTok and YouTube can break cultural barriers with interesting expressions and attract the attention and recognition of overseas audiences.

While innovating digital channels, we should also focus on expanding traditional communication methods. We will further expand cooperation with overseas mainstream media, well-known think tanks and cultural institutions, and tell China's stories through mature communication networks and credibility by co-producing documentaries, holding large-scale international cultural forums and carrying out academic research exchanges. Folk communication channels are also indispensable. We should encourage international students, overseas Chinese, cultural exchange volunteers and others to carry out cross-cultural communication, and present a real, comprehensive and vivid image of China through life-oriented and personalized sharing.

5. Conclusion

Starting from Xi Jinping Thought on Culture, this paper focuses on the in-depth integration of national strategic needs and the development of English translation major, sorts out the core connotation of foreign discourse system construction, clarifies the role of translation in discourse system building, lists the obstacles faced by the foreign translation and communication of Chinese discourse, and puts forward targeted suggestions. Xi Jinping Thought on Culture provides fundamental guidance for the development of the English translation major, while the English translation major is an indispensable carrier for cross-cultural communication. The quality of its

DOI: 10.54254/2753-7064/2026.35276

talent training, innovation of translation strategies and level of industrial synergy are directly related to the construction of the foreign discourse system with Chinese characteristics and the improvement of national cultural soft power.

Against the background of great changes unseen in a century and the building of a culturally strong country, the development of the English translation major has gone beyond the scope of merely focusing on language skill training, and has become an important support for serving the national international communication strategy and enhancing the communication power of Chinese civilization. Facing challenges such as Sino-Western ideological differences, Western media prejudice and difficulties in conceptual expression, the English translation major should take national strategy as the guidance, realize the transformation from a language tool to discourse construction, and accurately meet the needs of foreign discourse system construction by optimizing the talent training system and innovating translation and communication strategies.

Funding project

The Graduate Research Projects of Minzu University of China(No.SJCX-Y2025207)

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