

Communication Encounters in Translation and Multiculturalism: The Pan-entertainment Industry in Post Pandemic Era

Gu Minglei^{1,a,*}

¹*College of Foreign Languages and Literature, Nanjing Tech University, Nanjing, Jiangsu Province, China*

a. Koo0213@163.com

**corresponding author*

Abstract: As globalization continues to advance, the communication and dissemination of world cultures have become essential subjects of study. Cultural exchange plays a pivotal role in fostering mutual understanding and respect among nations while captivating global audiences. This paper explores contemporary forms of world cultural communication, efforts made by countries to disseminate their cultures, and the significance of multiculturalism in the translation process. The role of the pan-entertainment industry, particularly films, in cross-cultural communication is emphasized, as it transcends linguistic and geographical constraints to achieve global cultural dissemination. Multiculturalism in translation is crucial for successful cross-cultural encounters, requiring translators to convey not only language and emotions but also cultural connotations and values. The paper concludes that prioritizing cultural diversity, localized translation efforts, and skillful interweaving of cultural insights are imperative for successful international communication in the post-pandemic era. Embracing these imperatives will promote mutual understanding, cooperation among nations, and the thriving development of cultural dissemination worldwide.

Keywords: translation, international communication, multiculturalism

1. Introduction

As globalization presses ahead, the communication and dissemination of world cultures have become captivating and vital subjects of study. As nations engage in more frequent interactions, cultural exchange plays a pivotal role in fostering mutual understanding and respect while captivating audiences globally.

This paper aims to explore contemporary forms of world cultural communication, efforts made by countries to disseminate their cultures, and the significance of multiculturalism in the translation process. Through in-depth research and analysis, we seek to gain valuable insights into the role of films in cross-cultural communication and the essential contribution of translation in this dynamic process. Ultimately, this exploration contributes to promoting mutual understanding, cooperation among nations, and the thriving development of cultural dissemination worldwide.

2. The Role of Pan-entertainment 's Role in International Communication

Pan-entertainment, as a dynamic and versatile industry, plays a crucial role in international communication. Through various forms like films, TV dramas, animation, music, games, and short-form video platforms such as Tik-Tok, not only serving as a means of entertainment but also acts as a potent catalyst for cultural diversity, exchanges, and global sharing. Subtitling, dubbing, translation, and localization are integral components that enable the dissemination of national cultural content to a global audience, transcending linguistic and geographical barriers and facilitating widespread cultural diffusion.

For example, successful cultural strategies employed by Japan and South Korea offer valuable insights into the power of pan-entertainment in international communication. Both countries have harnessed the potential of their entertainment industries to shape and project their national image and identity onto the global stage.

Since the 1980s, these two countries have attached great importance to the development and global dissemination of the cultural and entertainment industry, contributing to their good national image. Japan's animation industry brings huge income every year, and South Korea's K-pop culture swept the world, they have showcased their rich heritage, technological advancements, and creative prowess, thus enhancing their international visibility and influence [1].

The appeal of pan-entertainment lies in its ability to engage audiences across cultures and evoke shared emotions and experiences. By consuming films, dramas, or music from different nations, individuals gain a deeper understanding of foreign cultures and values. This not only fosters mutual respect but also promotes cross-cultural empathy and appreciation.

Moreover, the pan-entertainment industry serves as a platform for meaningful cultural exchanges. Collaborations between artists and creators from diverse backgrounds result in fusion works that blend elements from multiple cultures. This cross-pollination of ideas and styles contributes to a global cultural dialogue and further strengthens cultural ties between nations.

In the post-pandemic era, pan-entertainment has gained even greater prominence as people sought escapism and connection through media consumption. Its role in maintaining cultural connections amid restricted travel and fostering a sense of global community has been instrumental.

3. Translation Featured by Multiculturalism

Multiculturalism in translation is a multifaceted and dynamic process that requires a deep understanding of cultural nuances and sensitivities [2]. Translators play a pivotal role as cultural mediators, bridging the gap between different societies and fostering meaningful cross-cultural interactions through their craft.

Such process has been prominently exemplified through the subtitling of foreign films. When translating a film for an international audience, the subtitles must not only accurately convey the dialogue but also capture the essence of the original culture. This is particularly challenging when cultural references or idioms in the source language lack direct equivalents in the target language. Skillful translators must carefully consider how to convey the intended meaning without losing the cultural context.

Furthermore, successful multicultural translation requires striking a delicate balance between faithfulness to the source text and adaptation to the target culture [3]. This demands translators who possess not only bilingual proficiency but also a deep cultural awareness. They must be attuned to the cultural norms, values, and historical context of both the source and target cultures to ensure that the translated work resonates with audiences in the intended manner. By achieving this balance, multicultural translation facilitates cross-cultural understanding and appreciation, fostering a rich tapestry of global cultural exchange.

The Pan-entertainment industry, as a powerful medium of cultural communication, holds significant significance in cross-cultural encounters. Through films and other medias, audiences are exposed to the unique charms of different cultures and can resonate with shared sentiments across diverse ethnicities and nations [4]. However, successful cross-cultural communication in films requires effective translation, which goes beyond language conversion to encompass the art of transcending cultural boundaries.

With its core tenet of respecting and celebrating cultural diversity, Multiculturalism plays a crucial role in the translation process. Translators must not only accurately convey the language and emotions of the original work but also transmit its cultural connotations and values to resonate with audiences in the target culture, ensuring authenticity and emotional impact.

4. Translation in Post-Pandemic Era

During the COVID-19 pandemic, the global economy has slowed down, communication has decreased, and the cultural industry is facing a new pattern. Many countries have adopted new cultural policies, which have been continued and developed in the post pandemic era. This pattern is even more evident in the translation industry.

4.1. Emphasize National and Ethnic Narrative

China, Russia, India, and other countries have been actively producing films with local characteristics, showcasing the lives, values, and historical heritage of their people. Through these films, they aim to challenge the dominant position of Western culture in the film industry and present a more diverse and authentic representation of their own cultures, including traditional arts, concepts, and native cultural works [5]. This trend is particularly evident in Central Asia, East Asia, Latin America, and other regions. Films like *Bacurau* (2020, Brazil), *The Wandering Earth* (2021, China) explored their own social culture and how to integrate with the world, challenging the leadership position of traditional cultural powerhouses fully from the perspective of our own nation. These proactive efforts allow audiences to gain a deeper understanding and appreciation of the cultures of these countries while enjoying the films.

In the process of film dissemination, cultural translation also plays a crucial role in ensuring that the works retain their original essence and enable audiences to truly experience the cultural values and emotions they embody in cross-cultural communication. Professional cultural translators have the important responsibility of conveying the cultural nuances accurately, contributing to the success of the films' international dissemination.

4.2. Resist the Culture Imperialism

Cultural imperialism highlights the dominant role of developed countries' cultural industries in global communication. This dominance can potentially result in the subjugation and endangerment of other countries' cultures, leading to the erosion and absorption of local cultural identities. The theory also sheds light on the power and economic imbalances involved in cultural transmission, emphasizing how cultural imperialism perpetuates a cultural hegemony where the dominant culture exerts influence over others [6]. This phenomenon raises concerns about the preservation of diverse cultural expressions and calls for efforts to protect and promote cultural diversity in the face of cultural imperialism.

Countries resisting cultural imperialism emphasize the protection and dissemination of their local cultures in the translation field, respect cultural differences, and work towards promoting cross-cultural exchange and cooperation [7]. Localization in Translation, strengthening of the dissemination of National Literature, focus on Cultural Value Orientation, promotion of

cross-cultural exchange are common measures , which help to preserve the independence and diversity of their national cultures in the era of globalization.

5. Conclusion

To summarize, successful international communication encounters in translation and multiculturalism, particularly in the post-pandemic pan-entertainment industry, hinge upon three fundamental principles.

Firstly, it is crucial to prioritize cultural diversity and reject any tendencies towards cultural domination in order to achieve effective international dissemination. By embracing and showcasing a wide array of cultural perspectives, we create an environment of mutual respect and appreciation, fostering deep cross-cultural engagements.

Secondly, the foundation of successful international communication lies in the meticulous localization of translation efforts. Customizing works to resonate with the cultural intricacies and linguistic nuances of target audiences ensures optimal receptivity and understanding. Translation that conforms to the local context, slang, and internet usage is appropriate.

Lastly, the key to success in international communication is the adept integration of profound insights and cultural ideas within clear, accessible language. This artistry captivates discerning audiences and facilitates the widespread dissemination of ideas.

Therefore, the translation industry must wholeheartedly embrace these imperatives, actively promoting cultural exchange, enhancing influence, and expanding global reach in the post-pandemic era.

References

- [1] QI, C. Y. (2012). *Comparative Study on the Development Models of Cultural Industries in Japan and South Korea*. *Science, Technology, and Publication*, (12), 109-111.
- [2] Taylor, C. (1992). *Multiculturalism and the Politics of Recognition*. Princeton University Press.
- [3] Liu, X. (2022). *Cultural Pluralism and Localization in Translation Research*. [J]. *Linguistic Journal*, 15, 89-100.
- [4] Schiller, H. (1969). *Mass Communications and American Empire*. Beacon Press.
- [5] Zhao, X. (2020). *The Impact of Cultural Imperialism on International Communication and Countermeasures*. [J]. *International Relations Research*, 5, 23-35.
- [6] Cohen, S. (2001). *States of Denial: Knowing about Atrocities and Suffering*. Polity Press.
- [7] Zhang, M. (2021). *International Communication and Cross-Cultural Exchange in the Pan-entertainment Industry during the Post-Pandemic Era*. [J]. *Media and Communication*, 10, 67-78.