
| RESEARCH ARTICLE

Study on Innovative Ecological Translation of China's Huxiang Culture Driven by Multimodal Corpora

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| ABSTRACT

The dissemination and effective export of Hu-Xiang culture are vital components of China's cultural outreach to the world. The quality of Hu-Xiang culture's translation abroad not only shapes China's cultural soft power and global influence but also plays a crucial role in shaping the country's image and cultural confidence. Based on the theory of ecological translation studies, this study delves into the ecological elements of Hu-Xiang culture's translation activities and their interrelationships with the ecological translation environment. It constructs a comprehensive translation system for Hu-Xiang culture from micro, meso, and macro perspectives, aiming to enhance China's cultural soft power and international influence. By optimizing the translation and dissemination models of Hu-Xiang culture, this analysis seeks to offer a new perspective for its international outreach, thereby promoting global understanding and recognition of Chinese culture.

| KEYWORDS

Dissemination of Chinese culture abroad; Huxiang culture; Eco-translatology.

| ARTICLE INFORMATION

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1. Introduction

In the context of globalization, the exchange and dissemination of cultural elements have become increasingly frequent, and translation, as a bridge for cross-cultural communication, is of great importance. The translation and dissemination of the Hu-Xiang culture, a significant part of the Chinese culture, have become a hot topic in academic research. The grand strategic vision of promoting the dissemination of Chinese culture abroad is a significant measure to comprehensively advance the "Four Comprehensives", implement the "Two Centenary Goals", and realize the Chinese Dream of national rejuvenation.

President Xi Jinping pointed out, "The history of Sino-Western exchanges over the past two thousand years has proven that as long as we uphold unity, mutual trust, equality, mutual benefit, inclusiveness, mutual learning, and win-win cooperation, countries of different races, beliefs, and cultural backgrounds can fully share peace and develop together." During his inspection tour in Hunan, President Xi Jinping placed significant emphasis on Huxiang culture, underscoring the importance of preserving and leveraging red resources. This move not only signifies respect for history but also harbors aspirations for the future. He advocated for reinforcing education in revolutionary tradition and patriotism, while promoting Huxiang culture, a vital component of Chinese civilization. Furthermore, he instructed to align these efforts with the demands of the new era, fostering creative adaptation and innovative development to galvanize spiritual momentum for the great rejuvenation of the Chinese nation (Dong, 2022). This highlights that the proposal of the strategy for the dissemination of Chinese culture abroad has exerted a significant impact on the dissemination of Chinese culture, particularly Huxiang culture, and has also posed new research propositions.

It is noteworthy that the dissemination of culture is the foundation and guarantee for smoothly advancing the implementation of China's cultural dissemination strategy abroad. With culture leading the way, it can actively promote the coordinated development of "Five Connectivity" in politics, finance, trade, infrastructure, and people-to-people exchanges, and facilitate the gradual and orderly development of China's cultural dissemination strategy abroad. In the interactive pattern where Chinese Huxiang culture is gradually integrating into the world and foreign cultures are gradually integrating into China, driven by multimodal corpora, how to effectively realize the external dissemination of Huxiang culture is indeed an important issue worth careful consideration and research.

2. Literature review

In the realm of literature review, scholars, both internationally and domestically have conducted extensive research on the translation and dissemination of Huxiang culture. Western scholars such as Nida and Venuti have proposed theories of functional equivalence and foreignization, emphasizing that translation should take into account the needs and receptivity of the target language culture. Domestically, scholars have placed greater emphasis on exploring the connotations of Huxiang culture and strategies for its translation into foreign languages. For instance, Hu Gengshen's theory of "cultural ecological translation" underscores the importance of fully considering the ecological relationship between the source language culture and the target language culture during the translation process (Hu, 2004). These theories have provided us with abundant theoretical resources. However, there remains a certain gap in the application of multimodal corpora and their integration with the ecological translation of Huxiang culture.

Huxiang culture, with its unique charm, enriches the connotation of Chinese culture and holds great significance in enhancing the dissemination and influence of Chinese culture, as well as promoting cultural innovation and development. Huxiang culture has a lengthy and extensive history that dates back to prehistoric times, predating written records, and the early inhabitants of Huxiang lived in close proximity to or surrounded by water and demonstrated remarkable resilience, leading to the development of a valuable and exquisite early Hunan culture (Gu, 2023). Due to China's unique natural heritage, long history and culture, renowned traditional skills, and folk art, the influence of Chinese Huxiang culture on the international stage has been increasing. In the process of external dissemination, to highlight its unique cultural characteristics, convey the admirable national spirit, and reflect the invaluable worth of Huxiang culture, it is essential to emphasize the crucial role of cultural translation. Only through effective cultural translation activities can the core ideas and spiritual connotations of Huxiang culture be perfectly conveyed in the process of its external dissemination. Therefore, aligning with China's strategy for the dissemination of Chinese culture abroad and guided by the theory of eco-translatology, this paper explores the research on a Huxiang culture translation system driven by multimodal corpora, aiming to rapidly integrate Huxiang cultural elements into various cultural environments worldwide. This will foster harmonious coexistence, complementary advantages among different cultural systems, and ultimately achieve the perfect fusion and common development of human civilization.

The dissemination of Chinese culture abroad is not closed-off but open and inclusive. People-to-people exchange is the stepping stone for handling international relations through diplomacy (Han 2017). The path of disseminating Chinese culture abroad is one that promotes the common prosperity and flourishing of Chinese and global cultures, facilitates cultural exchanges and mutual learning among civilizations between China and other countries, and advocates harmonious inclusiveness and peaceful dialogue among different civilizations from different nations. The spirit of historical initiative is nurtured in the proactive practice of a century-old major party in grasping history and perceiving the laws (Dong, 2022). Huxiang culture, as an important component of traditional Chinese culture, also reflects this spirit of historical initiative in its development. People in Hunan have actively seized historical opportunities at different stages of history to promote the development and innovation of culture. The classical roots of guanxi and related practices cannot be sustained and they are not required for the understanding or operation of guanxi (Barbalet, 2021). There are many connections between Chinese human relations and Huxiang culture. These associations reflect the importance and complexity of interpersonal relationships in Chinese culture, as well as the influence of regional culture on people's thinking patterns and behavioral habits. In the new situation of national positioning transformation, China's national foreign language capacity-building must undergo a strategic transformation in four aspects: resource quality, strategic orientation, resource types, and capacity needs. Countermeasures to strengthen foreign language planning and serve the dissemination of Chinese culture abroad have been proposed. The trend in global foreign language education development is to establish and implement multilingual foreign language education policies, which will vigorously promote the construction of the dissemination of Chinese culture abroad and accelerate the prosperity and development of China's political culture. The construction of the dissemination of Chinese culture abroad emphasizes the integration of language and culture. Only through language and cultural exchanges can favorable conditions be created for political dialogue and economic cooperation among countries, common interests and cultural affinities among nations be explored, mutual learning and recognition among cultures be promoted, and the popular foundation be consolidated to enhance mutual understanding and friendship among countries. The practical issues and cultural rationale of China's strategy for the dissemination of culture abroad range from strengthening cultural dissemination and fostering value consensus to deepening economic exchanges and consolidating a community of

shared interests. The goal is to “go out” and “go out wisely”, aiming to better promote contemporary Chinese culture, adapt to global cultural development trends, and facilitate the great rejuvenation of the Chinese nation.

The implementation of the dissemination of Chinese culture abroad involves constructing a cultural dissemination, exchange, and cooperation mechanism based on strategic choices and their pathway realization, and enhancing the capacity and level of cultural dissemination, exchange, and cooperation through institutionalized means. This is also an effective way to better realize and maintain a community of shared interests in the dissemination of Chinese culture abroad. As is well known, the essence of translation is a cross-language and cross-cultural dissemination activity. In the 1960s, foreign scholars had already combined communication theory with translation for research. For example, British scholar Roger Bell believes that the translation process includes nine modules: reception of source language information, recognition, decoding, acquisition, understanding, selection, encoding, dissemination, and reception in the target language. American scholar Montgomery has also conducted extensive research on combining cross-cultural communication with translation.

In China, the earliest scholar to propose translation for external communication was Professor Shen Suru. Scholar Luo Xuanmin explored the relationship between translation and external communication, emphasizing the importance of translation in the process of external communication (Luo, 2008). Scholar Sun Yingchun proposed that in today’s globalized context, the significant role of local culture in external communication should be highlighted (Sun, 2010). Huxiang culture is renowned for its intense sense of hardship and spirit of change. Throughout the generations, its adherents have upheld the brave “initiative for change” spirit, constantly seeking innovation and being daring to challenge authority and explore the unknown. This has allowed Huxiang culture to maintain its unique charm and vitality even after thousands of years of vicissitudes, making it a treasure in the treasure trove of Chinese culture and demonstrating the cultural essence of the constant pursuit of progress and development (Hu, 2005). In summary, both domestic and foreign scholars have conducted corresponding research on combining international cultural dissemination with translation, but there is a lack of in-depth exploration of the translation system in the dissemination of Chinese culture, especially Huxiang culture, abroad. Most existing studies are confined to Western cultures or contexts, primarily focusing on English-speaking environments, while research conducted in other cultural and linguistic backgrounds remains inadequate (Li, 2024).

In light of this, China’s strategy for the international dissemination of culture aligns with the trends of economic globalization and cultural diversification, providing Hunan culture with a broad strategic perspective and guiding its development direction in international dissemination. Translation plays a pivotal role as a bridge and tie in the international dissemination of Hunan culture, serving as a crucial factor and prerequisite that determines the effectiveness of its dissemination. The success and reach of Hunan culture’s international outreach, in a true sense, hinge on the quality of translation and the effectiveness of dissemination. Meanwhile, Eco-translatology represents an ecological paradigm of “translation as adaptation and selection,” offering a comprehensive and panoramic study of translation from an ecological perspective and with ecological rationality, and possessing typical interdisciplinary characteristics (Hu, 2004). Therefore, conducting systematic research on the translation system in the international dissemination of Hunan culture based on Eco-translatology from new perspectives, ideas, and methodologies not only greatly enriches the theoretical research on the translation system in international cultural dissemination but also enhances the dissemination effectiveness of Hunan culture by constructing a translation system, utilizing its mechanisms, and selecting appropriate pathways for research. This enables a more authentic and captivating presentation of the great charm of Hunan culture to the world.

3. Methodology

In this study, a comprehensive series of 50 qualitative, in-depth interviews was carried out to investigate the attitudes towards ecological preservation, innovative translation practices, and engagement in cultural revitalization efforts among Chinese scholars and practitioners specializing in Huxiang Culture. The interviews took place between March 2024 and August 2024, utilizing both face-to-face interactions and the WeChat platform to accommodate social distancing protocols amidst the ongoing pandemic. Participants were recruited through a targeted sampling method, leveraging key informants such as seasoned researchers and cultural heritage managers who helped connect with other experts in the field. Further participants were sourced through professional associations and word-of-mouth referrals.

The research involved in-depth interviews, each lasting from one and a half to two hours. These interviews were conducted using a comprehensive guide that explored diverse facets such as the participants’ personal and cultural backgrounds, their understanding of ecological preservation within Huxiang Culture, identification with traditional and innovative practices, perspectives on the role of translation in cultural dissemination, and stances on various initiatives aimed at promoting and preserving Huxiang Culture, including eco-tourism projects, digital archiving efforts, and community-driven revitalization movements. Participants were reassured about the anonymity and confidentiality of the information discussed during the interviews. All sessions were meticulously recorded and transcribed in Chinese, with aliases employed to safeguard the identities

of the participants. To express gratitude, each participant was gifted a cultural souvenir valued at ¥150, symbolizing appreciation for their valuable contributions.

All participants are scholars and cultural workers affiliated with institutions in Hunan province, where Huxiang Culture is prominently practiced, suggesting a strong background in cultural heritage and a dedication to preserving traditional knowledge. Consequently, the sample in this study may diverge from other individuals less engaged with academic or cultural preservation endeavors. Those working in non-related fields or lacking formal education in cultural studies might have limited exposure to ecological translation theories and interactions with experts in the field. For analytical purposes, participants were divided into three categories based on their level of engagement with Huxiang Culture and ecological translation: 25 enthusiasts, 12 explorers, and 13 observers. The majority of enthusiasts, who were deeply involved in Huxiang Culture, participated actively in projects such as translating traditional texts into modern languages and organizing cultural events. Explorers were those who showed interest but had not yet fully committed to extensive involvement. Observers were individuals who maintained a passive stance, expressing little to no direct participation in cultural preservation efforts. The accounts of the 37 enthusiasts and explorers were heavily utilized in this study, while the experiences of observers were also examined to facilitate comparisons and gain a holistic understanding of the diverse attitudes and practices among those engaged with the innovative ecological translation of China's Huxiang Culture.

The data for the Study on Innovative Ecological Translation of China's Huxiang Culture was analyzed through constructivist grounded theory, an approach that seeks to construct theory grounded in the specific contexts of empirical data. This method is utilized to uncover the intricate patterns and dynamics within cultural translation processes by moving beyond general assumptions and theories. During this analysis, field notes and observation records related to Huxiang Culture translation projects were meticulously reviewed, and initial coding was conducted to identify recurring motifs and practices. Axial coding was then applied to create meaningful clusters for organizing these motifs, focusing on the processes and significance of innovative ecological translation. The analysis emphasized themes such as the adaptation of traditional elements within contemporary contexts and the challenges faced in preserving cultural authenticity while fostering global understanding. The study aimed to pinpoint the core conceptual frameworks that influenced the various strategies employed in the innovative ecological translation of Huxiang Culture and the implications of these strategies for cultural heritage preservation. After delineating the themes associated with innovative ecological translation practices, efforts were made to establish a linkage between these practices and the broader cultural and social dynamics impacting the preservation and dissemination of Huxiang Culture.

4. Results and Discussions

Based on the strategic background of the international dissemination of Chinese culture, which has become increasingly significant in the global arena, the urgent need for the international promotion of Huxiang culture cannot be overlooked, and the establishment of a scientific and effective translation system is crucial. The progression of discourse analysis to the multimodal phase is characterized by an inevitable trend towards interdisciplinary integration (Wu, 2019). Multimodal discourse analysis can provide methodological support for the innovative research of Hunan culture's ecological translation, which aids in promoting the international dissemination of Hunan culture and the construction of cultural confidence. The Resolution of the Central Committee of the Communist Party of China on the Major Achievements and Historical Experience of the Party's Centenary Struggle (Dong, 2022), reviewed and approved by the Sixth Plenary Session of the 19th CPC Central Committee, outlines a magnificent spiritual spectrum by mentioning a series of spiritual treasures and forces, such as the great founding spirit of the Party, the spirit of struggle, and the spirit of fighting against poverty.

The perseverance and innovative spirit embedded in Huxiang culture embody these spiritual forces and hold great significance in driving social progress and cultural development. Huxiang culture has permeated the development of Hunan Province throughout history, continuously innovating as it is transmitted and its dissemination is no longer unimodal but rather exhibits multimodal characteristics in terms of form, content, and style (Peng, 2021). Drawing on the theoretical framework of Eco-translatology, this paper proposes a translation system for Huxiang culture from the perspective of cross-cultural communication, conducted through micro, meso, and macro dimensions. Micro-level translation research focuses on the ontology of translation, including the process, nature, and standards of translation. Meso-level translation research examines the role of translators from four aspects: "ecological aesthetics", "adaptation and selection", "survival of the fittest", and "translator's responsibility". Macro-level translation research mainly focuses on translation purposes, the ecological environment of translation, and the needs of target language audiences. The construction of a multi-modal corpus-driven translation system for Huxiang culture, integrating these three dimensions, aims to convey the cultural essence vividly and ultimately achieve the effective dissemination of Huxiang culture.

4.1. Micro-level Research on Translation

Driven by a multimodal corpus, micro-level research on the translation of Huxiang culture primarily focuses on the ontological study of translation from the perspective of Eco-translatology. This research reinterprets the process, essence, and standards of translating Huxiang culture. Based on Eco-translatology theory, the translation of Huxiang culture involves a process of translators adapting to the translation ecological environment, which entails adaptive selection and selective adaptation by translators in translation activities. For example, Hunan's tourist attractions serve as a window for overseas visitors to understand the culture of Hunan, representing a facet of the regional culture (Wang, 2013). The process of translating ethnic cultures is dynamic rather than static; it involves translators' multidimensional adaptation to the translation ecological environment, with the source text serving as an ecological component, and simultaneously, it involves the multidimensional selection of the target language translation by the translation ecological environment, with the translator as an ecological component.

From the perspective of Eco-translatology, the translation process of Huxiang culture is not merely a simple language selection process but a complex and dynamic multidimensional and multifaceted selection process within bilingual conversion activities between the source and target languages. It not only possesses all the characteristics of the translation process but also exhibits the unique selection traits of Huxiang culture translation activities, demonstrating interdisciplinary features. Based on this, according to Eco-translatology theory, the essence of translating Huxiang culture is a process led by translators, centered on "conveying the meaning and spirit", involving dynamic adaptation to the translation ecological environment and multidimensional selection by translators of the translation ecological environment as typical ecological components. With the continuous development of translation disciplines, the essence of translation can be elucidated from multiple dimensions and levels, and translation standards have also become diversified. The standards for translating Huxiang culture aim to produce translations with the highest degree of "holistic adaptation and selection" across linguistic, cultural, and communicative dimensions. "Holistic adaptation and selection" refers to the sum of the degree of "multidimensional adaptation" by translators in linguistic, cultural, and communicative dimensions when producing translations, and the subsequent "adaptive selection" based on this, taking into account other factors in the translation ecological environment (Hu, 2004). Micro-level research on translation processes, essences, and standards forms the foundation of research on the translation system of Huxiang culture and provides theoretical support for meso-level and macro-level research.

4.2. Meso-level Research on Translation

The meso-level research on translation in the international dissemination of Huxiang culture, driven by a multimodal corpus, primarily focuses on the role of the translator. The translator is one of the essential elements in the production of translations. In the international dissemination of Huxiang culture, translators are situated in an intertwined linguistic and cultural context during the translation process, serving as both the decision-maker ensuring the successful progress of cultural translation and the true leaders within this process. Therefore, translators must fully exert their dominance in the foreign language translation of Huxiang culture, correctly handle the relationship between bilingual languages and different cultures within the translation ecological environment, ensure the smooth progress of the translation process, and construct a harmonious and healthy translation ecosystem. In view of this, meso-level translation research mainly elaborates on the central position and leading role of translators in the translation process from four aspects within Eco-translatology: "ecological aesthetics," "adaptation and selection," "survival of the fittest/survival of the strongest", and "translator responsibility", and constructs a translator-led model within the translation system of Huxiang culture(see Figure 1).

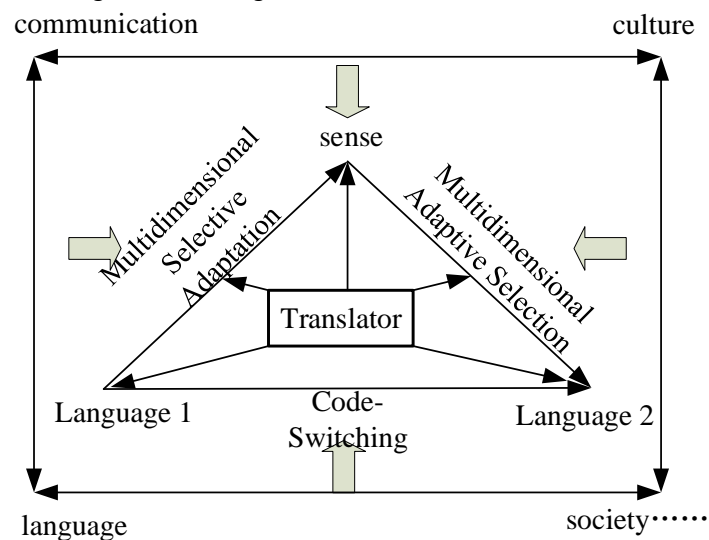


Figure 1: Translator-Led Model in the Translation System of Huxiang Culture

The translator-led model in the translation system of Huxiang Culture emphasizes that the translator is the central figure in this model. Language 1, multidimensional selective adaptation and multidimensional adaptive selection, and Language 2, under the translator's guidance, form a triangular and cyclical process of translating Huxiang Culture into foreign languages. From the perspective of "ecological aesthetics", the translator should always maintain precision and beauty in understanding and interpreting the original text, as well as logical beauty and beauty of difference in selecting and outputting the translated language. Therefore, translating Huxiang Culture into foreign languages is an art that is difficult to perfect and a dynamically open communicative activity rich in ecological beauty. From the perspective of "adaptation and selection", in the process of translating Huxiang Culture, the translator should adapt to the ecological environment of national translation and select the translation with the "highest degree of holistic adaptation and selection" from the linguistic, cultural, and communicative dimensions. Based on the ecological principle of "survival of the fittest", the translator should play a leading role in adapting and selecting at multiple levels and aspects within the ecological environment of translating Huxiang Culture, so that the translation can be accepted by the target language readers and "survive" in the target country. In the process of translating Huxiang Culture, the "translator's full responsibility" system requires the translator to coordinate and handle the relationships among the original author, target language readers, publishers, the exporting country, and the receiving country, ensuring that the translation meets translation norms.

4.3. Macro-level Research on Translation

The macro-level research on the translation of Huxiang Culture mainly focuses on aspects such as the purpose of translation, the ecological environment of translation, and the target language recipients. The purposes of translating Huxiang Culture can be broadly divided into linguistic and non-linguistic purposes. The linguistic purpose is to enable target language recipients to understand the content, ideas, and culture conveyed in the original text through the translation. Non-linguistic purposes include achieving corresponding political, economic, communicative, and diplomatic goals. Specifically, the political purpose of translating Huxiang Culture is to maintain national peace, stability, and international status; the economic purpose aims to promote national economic prosperity and enrich both the country and its people; and the communicative and diplomatic purposes are to strengthen exchanges between different cultures.

The translation ecological environment for the foreign translation of Huxiang Culture refers to the world presented by both the source text and the target text, encompassing all external environments (such as socio-political, natural economic, and linguistic-cultural environments) that influence the survival and development of translation entities (including the source text author, translator, readers, translation initiator, sponsors, publishers, marketers, editors, etc.) (Fang 2011). The uniqueness of translating Huxiang Culture necessitates a distinct translation ecological environment, which primarily includes internal and external environments. To ensure the harmonious development of the internal ecological environment for translating Huxiang Culture, the translator must not only enhance their adaptability to the ecological environment of Huxiang Culture but also prioritize cooperation and coexistence with other translation entities within this internal environment. The external ecological environment for translating Huxiang Culture, on the other hand, refers to the external settings in which translation activities are embedded, such as political, economic, diplomatic, and cultural environments. Only through adaptation and selection within specific processes of translating Huxiang Culture can translators construct a harmonious, healthy, and symbiotic national translation ecological environment. Conversely, the success or failure, and the quality of translating Huxiang Culture, entirely depend on the harmonious unity of the national translation ecological environment. The prerequisite and condition for achieving this harmonious unity in the ecological environment for translating Huxiang Culture lies in the translator's optimal adaptation and selection to this environment during the translation process.

From the perspective of Eco-Translatology, one of the evaluation and measurement indicators for the "holistic adaptation and selection degree" of a translation is "feedback from target language readers". Target language readers, who are also the recipients, are essential in the process of translating Huxiang Culture, as they are not only the ultimate recipients of the translated text but also exert a significant influence on the eco-translation system of the translation. Therefore, macro-level translation studies should examine various factors related to translation recipients, such as their educational attainment, background, thinking patterns, information needs, and social status. Translation recipients from different social strata have entirely different needs and expectations. Based on the research findings, translators should appropriately select and adjust their translation strategies to produce translations that are acceptable to the target language recipients, thereby achieving the export of Huxiang Culture within the target language ecological environment.

Driven by a multimodal corpus, the establishment of a foreign translation system for the international dissemination of Huxiang Culture at the micro, meso, and macro levels is the core of research on the foreign translation of Huxiang Culture. This system not only provides a scientific and effective approach for the practical norms of foreign translation of Huxiang Culture but also further deepens the theoretical research in this area. These efforts will effectively accelerate the international dissemination of Huxiang Culture, enhance its value, and genuinely promote the construction of China's cultural export. We must strive to attain a

comprehensive and nuanced understanding of the unique characteristics and profound societal roles of Huxiang culture (Hu, 2005). This involves not only recognizing its historical significance but also dissecting and analyzing it with a forward-thinking, developmental, and innovative perspective. By adopting such an approach, we can critically inherit the valuable aspects of Huxiang culture while discarding those that are outdated or no longer relevant. It is our firm belief that, after undergoing the rigorous baptism of modernization practices and being reshaped and reinvigorated by the spirit of the scientific socialist era, Huxiang culture will undoubtedly shine brightly under the new historical conditions. Because the increasing commercialization of cultural performances in recent years has often led to a situation where entertainment value is prioritized over authenticity (Chen, 204), this shift in focus not only alters the original intent and spirit of these performances but also poses a significant risk to the integrity and preservation of traditional practices, which are vital components of our cultural heritage.

Huxiang cultural heritage, enriched by the experiences of modernity and integrated with the contemporary socialist values, will emerge as a formidable and indispensable driving force for the sustained and comprehensive development of the Huxiang region. The effective dissemination of Huxiang culture will facilitate other countries' understanding of Chinese culture and national conditions, thereby enhancing China's cultural soft power (Nie, 2024). In this way, our efforts to comprehensively grasp the essence and societal functions of Huxiang culture, combined with a developmental and innovative outlook, as well as a critical and discerning approach to inheritance, will contribute to the preservation, promotion, and revitalization of this rich cultural heritage, ensuring that it continues to flourish and propel the region and even the entire country's progress in the coming years.

5. Conclusion

Promoting the "going-out" of Hunanese culture in China is a crucial and central component of China's cultural external communication strategy. The international influence of Hunanese culture in China is increasingly prominent, and the external dissemination of Hunanese culture is urgent. Constructing a scientific and effective foreign translation system for Hunanese culture driven by a multimodal corpus is of vital importance. Therefore, guided by the development strategy for China's cultural external communication and based on the theoretical framework of Eco-Translatology, we will implement an interdisciplinary (including international communication, translation studies, ecology, etc.) comprehensive research on the process of foreign translation of Hunanese culture from a new perspective and innovative thinking. We should adhere to the Party's basic theories, guidelines, and policies, and promote theoretical, practical, institutional, cultural, and other innovations in all aspects steadfastly (Xi, 2022). From micro, meso, and macro levels, we aim to construct the overall framework of the foreign translation system for Hunanese culture, aiming to enhance the effectiveness of its external dissemination, gain cultural discourse power among countries along China's cultural external communication routes, and truly enable Hunanese culture to "go out".

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