Red Resources Translation：A Visualization Study

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Abstract

Red resources embody the profound spiritual civilization of the Communist Party of China, and their external translation contributes to inheriting the red gene and disseminating China's stories. In response to the challenges of limited research perspectives, uneven translation quality, fragmented resource structures, and monotonous dissemination forms, this study proposes three visualization pathways: establishing a cross-regional coordination mechanism, developing a multimedia dissemination model, and advancing the red industry chain with the pragmatics triadic framework of communicator–mode–context. These approaches aim to foster the international communication of red culture and facilitate cultural exchange between China and the West.

Keywords: *red resources; translation; visualization*

1. Introduction

Red resources serve as a living class of history for the Communist Party of China and represent the nation's invaluable material and spiritual heritage. The external translation of red resources plays a vital role in strengthening China's international communication and enhancing its global influence. However, due to the lack of well-developed visualization strategies, the dissemination of red resources abroad still faces significant challenges. Against this backdrop, this paper first examines the major difficulties in promoting red resources internationally and then proposes a tentative visualization path for their external translation. The aim is to facilitate more effective cultural communication and to advance China's cultural soft power.

2. Challenges in External Translation

Red resources refer to valuable assets left from the revolutionary period, including revolutionary sites, cultural relics, and the heroic spirit of revolutionary figures. Their external translation for international dissemination faces several challenges, such as limited research perspectives, uneven translation quality, fragmented resource structures, and monotonous forms of communication.

2.1. Limited Research Perspectives

External translation for international communication encompasses two dimensions: "external publicity" and "foreign-language translation," reflecting its dual disciplinary nature in translation studies and communication studies (Zhu & Zhang, 2021). Currently, research on China's external translation can be categorized into two main streams. One focuses on the accurate linguistic transfer and effective conveyance of ideological content, highlighting the translation-oriented attributes of external communication (Zhu & Zhang, 2021). These studies emphasize translation strategies, common problems, and approaches in external translation (Yang, 2018; Yang & Xue, 2017). The other stream emphasizes the communication-oriented attributes, examining the dissemination effectiveness and international influence of translated texts. Most of these studies analyze political discourse translation, stressing national consciousness and image in political communication (Feng & Su, 2021; Zhu, 2020; Zhou, 2020).

In recent years, Chinese scholars have gradually shifted their focus from the content and function of red resources to their digitalization. Several studies have explored the development and utilization of red resources, advocating for digital practices and the establishment of "Internet+" promotion models (Li, 2021; Huang, Xia, & Liu, 2021; Sun, 2021). Although red resources, external translation, and visualization have received considerable attention, there remains substantial room for improvement in their development, utilization, and dissemination. Existing research suffers from relatively narrow perspectives, with few scholars conducting studies on the visualization of red resources in external translation. Most investigations address these topics separately, resulting in insufficient depth, limited innovation, and findings that cannot effectively advance the external translation of China's red resources.

2.2. Uneven Translation Quality

The external translation of red resources is inherently distinctive due to the unique cultural context, to help foreign visitors understand the stories behind revolutionary sites. Although China's red resource translation has attracted increasing scholarly attention in recent years, the quality of translations remains uneven. Errors such as mistranslation and omission are particularly common in English materials from local red memorials. Many red exhibition sites even lack sufficient translation altogether, often providing only English introductions at the entrance while leaving the interior exhibits untranslated. Translations of culturally rich elements, such as revolutionary songs, poems, and folk rhymes, are especially scarce.

China is considered a high-context culture, characterized by subtle and implicit language expression, whereas Western countries like the United States are low-context cultures that favor clear and explicit communication (Huang, 2011). Therefore, translators should account for cross-cultural differences, emphasize the contrast between high- and low-context expression, and provide relevant background information. In practice, however, few red exhibition sites achieve this. Most sites outsource translation tasks to companies or agencies without rigorous quality review, and translations often neglect the emotional and cultural needs of foreign audiences. Consequently, the effectiveness of external communication is significantly compromised, making it difficult to convey China's narrative persuasively and evoke emotional resonance.

2.3. Fragmented Resource Structure

Red resources are diverse, encompassing revolutionary sites, historical relics, and veteran figures, resulting in a widely dispersed distribution. Some resources are even located in economically underdeveloped or remote areas with limited transportation, posing significant challenges for collection, preservation, and balanced development. Nevertheless, red resources form an indivisible whole, necessitating a "collective approach" rather than isolated efforts.

The scattered distribution of red resources complicates systematic integration, and their external translation often lacks coherence and overall planning. Collaboration and immersive experiences among different red sites are limited, and relevant personnel frequently lack awareness of or expertise in digital media dissemination. These factors increase the difficulty of both preserving and externally promoting red resources, hindering the comprehensive development and utilization of red culture.

In remote and less developed regions, foreign audiences usually encounter red culture in a fragmented manner through on-site visits, making it difficult to form a systematic understanding. Such experiences are also time-consuming, which directly diminishes the effectiveness of dissemination and external communication. Furthermore, insufficient protection awareness and inadequate preservation measures in these areas put fragile and irreplaceable resources at risk of damage or loss, further complicating efforts to preserve and promote red resources internationally.

2.4. Limited Forms of Dissemination

Although red resources are rich and diverse, the current modes of external translation and dissemination remain overly limited. Most red resources require foreign audiences to visit museums or exhibition sites in person, where documents and artifacts are typically displayed with only brief English descriptions. Without detailed guidance from a docent, foreign visitors lacking background knowledge may easily overlook important information.

Moreover, due to the uniquely Chinese cultural context, understanding the underlying revolutionary spirit can be challenging without prior cultural familiarity. The monotonous and single-dimensional approach to external translation fails to engage foreign visitors, which in turn reduces visitation and undermines cultural outreach efforts. In many regions, red resources have not been thoroughly explored beyond their physical exhibits, and the deeper revolutionary values and potential integration with cultural tourism remain underdeveloped. Most red resources have yet to establish recognizable brand value, and many remain largely untapped, with limited commercialization. Consequently, the external translation and promotion of red resources continues to face low effectiveness and significant dissemination challenges.

3. Research on the Visualization Path of External Translation

The visualization of red resource translation refers to the use of multiple technological approaches to present otherwise dull information in a multimodal format, enhancing its clarity, accuracy, and appeal. The ultimate goal of cultural translation is to foster cultural recognition and emotional resonance through effective information transmission. In the context of international communication and translation, particularly for gaining discourse power, it is essential to break away from traditional research

boundaries and innovate in foreign-language translation (Huang, 2015:52).

In response to the challenges currently facing the external translation of red resources, this paper proposes a visualization path grounded in the pragmatics triadic framework of communicator–mode–context(Mo & Li, 2021). This approach aims to advance the process of cultural translation and improve the effectiveness of China's cultural outreach.

3.1. Establishing a Cross-Regional Coordination Mechanism

Establishing a cross-regional coordination mechanism is essential for the co-construction and sharing of red resource translation. This requires collaboration among government agencies at various levels and red sites, leveraging administrative platforms to maximize resource utilization. Such a cross-exhibition and cross-regional arrangement connects dispersed red resources into a unified external translation database, facilitating data sharing, integration, and development across regions. Moreover, given that foreign visitors often lack systematic knowledge of red culture, a coordinated translation mechanism helps them better appreciate Chinese culture and understand the revolutionary spirit. A shared data system also enables professionals to conduct systematic research on red resources from historical and regional development perspectives, analyze potential connections within red culture, and uncover the deep value embedded in these resources.

First, platforms should establish a shared external translation data mechanism. Red sites should make full use of outsourced translators, research centers on red culture, university research institutes, and social organizations to analyze the characteristics of existing red resources and provide specialized translations and tailored presentations according to these characteristics. A joint exhibition mechanism can link red sites across regions, shifting from the previous single, passive model to an active, comprehensive dissemination approach, thereby reducing visitors' cognitive errors regarding revolutionary events. This requires that platforms, while ensuring the authenticity of red resources, conduct integrated analysis to achieve precise digital management of external translations.

Second, the content of translated resources should be continuously optimized. Joint platforms should regularly update and refine the display methods, content, and quality of red resource translations. They should also supervise each other's translation quality. Audience reception serves as a key indicator of translation effectiveness. Through cross-regional coordination, users can access various red resources in real time, compare translations across sites, and provide feedback for improvement, thus enhancing translation quality. Development and management departments can also analyze browsing records to more accurately recommend resources of interest, improving service precision.

Finally, external translations of red resources should be updated in real time. As red resources are continually discovered and expanded, the data and corresponding translations on coordination platforms should be promptly refreshed. Professional personnel can be invited to maintain data, transmitting newly discovered red resources from different regions to the shared service platform. By establishing collaboration mechanisms with universities and outsourced institutions, external translations can be updated efficiently. This approach fosters an effective "resource—digital—

sharing" development model, ensuring timely updates and sustainable maintenance of red resources.

3.2. Developing a Multimedia Dissemination Model

Visualization has gradually become a key channel for disseminating China's red resources and their external translations. It not only aids in the preservation of red resources but also meets the needs of transmitting and promoting these resources in the era of big data. By leveraging emerging media technologies, static content can be transformed into dynamic forms, enabling multimodal dissemination of both tangible and intangible cultural elements. The strategic use of "Internet+" approaches subtly enhances audience identification with red culture, innovates dissemination methods and media, and promotes immersive experiences in the external translation of red resources.

First, digital integration of external translations should be carried out. Some red resources have suffered deterioration over time, while others exist primarily as surviving veterans' accounts or oral materials. These resources urgently require digital consolidation and display via the internet. A digital presentation model guided by visualization principles should prioritize the emotional needs of audiences. Red resources can be re-created into multimodal narrative forms—including bilingual audio, video, and images—using novel, intuitive, and diverse formats to stimulate multiple sensory channels. Combining images, audiovisual content, and hypertext in storytelling can deepen understanding of the translated content and enhance translation effectiveness.

Second, the internet should be employed for multi-channel dissemination. New media technologies meet the public's demand for diverse cultural content and energize red culture, reshaping and releasing its cultural value (Li, 2021:24). Once red resources and their translations are digitally integrated, they should be disseminated through multiple online channels, such as bilingual websites, apps, and official social media accounts. Organizers can increase exposure by publishing and sharing content across platforms, encouraging grassroots promotion by the public. Red sites can also engage in contemporary live-streaming practices, employing professionals to host English-language live broadcasts of red culture or utilizing emerging formats such as micro-lectures and Vlogs. By leveraging popular short-video platforms (e.g., Bilibili, TikTok, Instagram), foreign audiences can be introduced to red stories in engaging ways. Integrating multimodal narratives with multi-platform dissemination—including English-language films, comics, and hypertext—helps portray vivid red characters and stories, enhancing both the appeal and the communicative impact of red resources in external translation.

3.3. Promoting the Development of the Red Industry Chain

Platforms should fully leverage the economic value generated by red resources and their external promotion, developing related creative products and establishing red culture brand industries. This approach expands the scope of red resources and integrates them with surrounding natural and historical assets, fostering a development model that combines production, education, and research while promoting regional integration. For instance, creative products such as cushions, notebooks, or commemorative badges can enhance the practicality and portability of red resource-related merchandise, thereby broadening audience reach and increasing cultural influence.

Additionally, immersive technologies such as virtual reality (VR) and augmented reality (AR) can overcome spatial and temporal limitations. Multi-sensory experiences—engaging touch, sight, and smell—can allow visitors to bridge the gap between virtual and real environments and deepen understanding of red resources and revolutionary spirit among both domestic and foreign visitors. Game elements can also be incorporated into VR experiences, enabling role-playing in large-scale immersive settings and facilitating entertaining yet educational cultural transmission.

Relevant departments can further publish bilingual or English editions of red stories for children and adults, including illustrated books and comics, using visual impact to enhance the dissemination of red resources. The development of peripheral products can also stimulate local cultural tourism industries, creating a model in which red resources drive economic development. By analyzing the characteristics of red resources and establishing cross-regional coordination, it is possible to design specialized red tourism routes tailored for both domestic and international visitors. Events such as red culture festivals and themed performances can integrate red resources with local folk traditions, creating tourism routes that combine leisure and cultural education. This approach not only enhances the external translation and promotion of red resources but also strengthens their cultural and economic impact.

4. Conclusion

Red resources constitute an essential part of China's strength, spirit, and wisdom, and their visualization in external translation can enhance both utilization and visibility. "Telling China's story well" entails presenting China-based narratives to the world, drawing on abundant Chinese stories to communicate the richness and charm of Chinese culture, thereby effectively enhancing China's cultural soft power (Wu & Mou, 2022).

In view of the challenges faced by the external promotion of red resources, this study proposes three visualization pathways: establishing a cross-regional coordination mechanism, developing a multimedia dissemination model, and promoting the development of the red industry chain. These strategies aim to deeply explore red culture, advance the external translation of red resources, and offer practical insights for China's broader cultural outreach.

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