

The Path of Language-meaning Integration in the International Publicity Translation of Hui Culture

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Abstract

Grounded in Lotman's dialogic theory of cultural semiotics, this study critically examines the prevailing practice of international publicity translation for Hui culture, which tends to reduce translation to mere linguistic transposition and overlooks the deeper semiotic processes of meaning construction. To remedy this deficiency, we propose a tripartite operational framework—integrative maintenance (preserving cultural integrity), bidirectional harmonization (balancing source and target semiotic systems), and multilayered interaction (engaging multiple levels of cultural signification)—which collectively inform translation decision-making. Correspondingly, three synergistic strategies are developed: disenchantment, which demystifies opaque cultural symbols to facilitate initial cognitive access; enlightenment, which fosters negotiated interpretation through cross-cultural dialogue; and aestheticization, which evokes emotional and sensory resonance by exploiting poetic and rhetorical dimensions of language. Their effectiveness is empirically tested via a structured questionnaire administered to international students and foreign teachers, with items designed to measure three progressive outcomes: cognitive clarity, negotiated meaning-making, and affective engagement. Quantitative analysis reveals a clear hierarchical progression: disenchantment significantly improves factual comprehension, enlightenment enhances interactive understanding, and aestheticization produces the strongest emotional impact, confirming the complementary synergy among the three strategies. The study concludes that embedding cultural semiotics into translation practice fundamentally redefines it as dynamic symbolic dialogue and co-construction of meaning, rather than mechanical code-switching. This transformative approach not only offers a viable pathway for regional cultures like Hui to “go global” but also contributes to broader cross-cultural communication theory and provides actionable guidelines for translating other intangible cultural heritage in international contexts.

Keywords

Hui Culture, International Publicity Translation, Cultural Semiotics, Dialogic Theory, Quantitative Analysis