

The contextual adaptation mechanism and the realization of the international publicity function of the Japanese translation of China Keywords

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Abstract: *The Japanese translation of China Keywords involves a complex contextual adaptation process. From the perspective of pragmatics, this study constructs a theoretical framework for its contextual adaptation mechanism and the realization of its international publicity function. Based on the parametric decomposition of linguistic context, the cognitive mapping of cultural context, and the theoretical configuration of a dynamic hierarchical network of communicative context, this study further elucidates such operational dimensions as the adjustment of semantic reference, the explicit transfer of pragmatic implicatures, and the fusion of recipients' horizons. The study demonstrates that information authority is established through contextual anchoring, cross-cultural resonance is triggered by analogical awakening and metaphorical mapping, and discourse validity is deepened through cumulative reinforcement. The contextual adaptation of the Japanese translation of China Keywords exhibits a recursive adjustment feature, and the realization of its international publicity function depends on the synergistic operation of contextual elements, operational dimensions, and functional goals.*

Keywords: *Japanese translation of China Keywords; contextual adaptation mechanism; international publicity function; pragmatic logic; cross-cultural resonance*

Introduction

The Japanese translation of China Keywords faces multiple differences between the source language and the target language in terms of linguistic systems, cultural schemas, and communicative conventions. Traditional translation equivalence theories fail to explain the semantic variation and functional adaptation of keywords in different contexts, while the theory of contextual adaptation provides a new explanatory framework for this issue. However, existing studies mostly focus on the summarization of translation strategies or the comparative analysis of translation examples, lacking a systematic configuration of the internal mechanism of contextual adaptation and a logical explanation of how this mechanism serves the realization of international publicity functions. This study constructs a theoretical model of contextual adaptation for the Japanese translation of China Keywords from three dimensions, namely linguistic context, cultural context, and communicative context, and reveals how operational dimensions such as the adjustment of semantic reference, the explicitation of pragmatic implicatures, and the fusion of horizons support the pragmatic realization of international publicity functions, including the anchoring of information authority, the triggering of cross-cultural resonance, and the accumulation of discourse validity. Clarifying the internal operational logic of contextual adaptation and the pathways connecting it to functional output can provide a describable and explainable theoretical basis for the precision and effectiveness of cross-cultural communication.

1. Theoretical Configuration of the Contextual Adaptation Mechanism

1.1 Parametric Decomposition of Linguistic Context

The parametric decomposition of linguistic context focuses on the variable and constant elements of the semantic components of China Keywords during their Japanese translation process. China Keywords usually carry specific information density and conceptual boundaries. Their Japanese conversion requires the systematic extraction of semantic parameters based on the structural differences between the source language and the target language at the lexical, syntactic, and discourse levels. This

process decomposes the linguistic context into three basic units: the referential parameter, the predicative parameter, and the connective parameter. The referential parameter determines the degree of definiteness of the object referred to by a keyword, which is manifested in Japanese translation as the conversion between definite and indefinite noun forms. The predicative parameter involves the tense, aspect, and voice characteristics of actions or states, which need to be matched within the Japanese inflectional system. The connective parameter reflects the cohesive function of logical connectors in the context, and its adjustment directly affects discourse coherence^[1].

Parametric decomposition is not a simple grammatical substitution but an operational mechanism for redistributing semantic weight based on contextual variation. In Japanese translation practice, the dynamic boundary of linguistic context prompts the translator to identify the explicit expressions and implicit presuppositions of parameters. For example, the distinction between the Japanese particles "は" and "が" can be seen as the result of parametric choice, where the former marks a topic and the latter marks a subject. The conversion between the two needs to be matched with the information structure of the China Keywords in the original text. Through the parametric decomposition of the linguistic context, the translator can systematically capture the meaning potential in the source language and use Japanese grammatical resources to achieve precise mapping, thereby laying a formal foundation for subsequent adaptation behaviors.

1.2 Cognitive Mapping Model of Cultural Context

Cultural context involves the collective memory, value orientations, and behavioral norms embedded in China Keywords. Its Japanese translation cannot rely solely on semantic equivalence but requires the construction of a mapping model at the cognitive level. This model transforms the conceptual structures in the source-language cultural context into cognitive schemas that can be activated by target-language recipients. This process demands the identification of the cultural prototypes behind the keywords and their corresponding nodes within the Japanese cognitive framework. Mapping is not a one-way substitution but an adjustment strategy based on the cognitive distance between cultures: when cultural prototypes highly overlap, the translator adopts direct mapping; when differences exist, the translator achieves indirect mapping through metonymy or analogy.

The operational core of the cognitive mapping model lies in establishing a computable association between cultural features and linguistic expressions. China Keywords often condense the behavioral logic or spatial metaphors within a specific social context, and the cognitive system of Japanese recipients needs to rely on contextual cues to reconstruct these implicit meanings. Specifically, the mapping model consists of two levels: surface mapping handles directly correspondable cultural symbols, such as concrete elements like festivals and etiquette; deep mapping involves abstract concepts such as "guanxi" and "face," which require finding functionally equivalent cognitive scripts in Japanese. By systematically invoking the existing cultural knowledge network of Japanese recipients, the cognitive mapping model can achieve the natural penetration of the cultural connotations of China Keywords without introducing external explanations^[2].

1.3 Dynamic Hierarchical Network of Communicative Context

Communicative context presents itself as a multi-layered and dynamic structure in the Japanese translation of China Keywords, which consists of three interacting layers: physical context, social context, and psychological context. The physical context determines the spatiotemporal conditions and media characteristics of information transmission. The social context specifies the role relationships of communicators and the choice of linguistic styles. The psychological context covers subjective factors such as intentions, beliefs, and emotional tendencies. These three layers do not statically superimpose on one another; instead, they continuously interact and reorganize during the translation process, thereby forming a self-adaptive network system. Changes in the parameters of any one layer will trigger coordinated adjustments in the other layers, thus driving the transformation of the overall contextual state.

The core mechanism of the dynamic hierarchical network lies in threshold triggering and hierarchical transitions. When a certain contextual parameter accumulates to a critical level, it triggers the translator to switch strategies across different layers. For example, the reinforcement of hierarchical relationships in the social context may push the linguistic style from plain forms to the honorific system, which in turn affects the intensity of emotional expression in the psychological context. During the

Japanese translation of China Keywords, the translator needs to monitor the variables of all three layers simultaneously and calibrate the network in real time according to the communicative expectations of target-language recipients. This mechanism makes contextual adaptation no longer a linear operation but a recursive adjustment process, where the output of each layer may serve as input feeding back to other layers, ultimately achieving the synergistic optimization of multi-layered pragmatic functions.

2. Operational Dimensions of Contextual Adaptation in Japanese Translation Conversion

2.1 Contextual Adjustment of Semantic Reference

The contextual adjustment of semantic reference aims to solve the problem of dynamically matching the referent and the scope of reference of China Keywords during their Japanese translation process. The referential content of China Keywords often obtains its definite boundary in the source-language text by relying on contextual constraints, while the Japanese expression system exhibits explicit or implicit differences in the encoding of reference. The core operation of contextual adjustment is to transform abstract or vague references into concrete objects recognizable by target-language recipients. This process involves three basic types: narrowing, expanding, or converting the reference. Reference narrowing reduces a general concept to a specific category by adding modifying elements. Reference expansion uses hypernyms or generalized expressions to cover a wider range of meanings. Reference conversion occurs when the referent of the source language lacks a direct counterpart in the target-language culture, thus requiring substitution by a functional equivalent^[3].

At the operational level of Japanese translation, the contextual adjustment of reference relies on the unique deictic system and particle selection of the Japanese language. Certain abstract nouns in China Keywords may need to be concretized in Japanese by adding phrases such as "というもの" or "といった". At the same time, the omission habit of Japanese pronouns requires the translator to balance information redundancy and comprehensibility when adjusting reference. Contextual adjustment does not pursue one-to-one correspondence of reference but reconfigures the degree of explicitness of reference according to changes in the parameters of the communicative context. When the source-language keyword presents a vague reference in the original text, the Japanese translation may choose either to retain the vagueness or to clarify it. The former is suitable for keywords with a high degree of conceptual openness, while the latter is suitable for situations where the cost of understanding needs to be reduced. Through this dynamic adjustment, semantic reference can obtain an adapted position in the target-language context.

2.2 Explicit Transfer of Pragmatic Implicatures

The explicit transfer of pragmatic implicatures focuses on the conversion of the presentation manner of illocutionary meanings carried by China Keywords in Japanese. The semantic structure of China Keywords often contains inference-dependent information. Such information can be activated by default in the source-language communicative environment, but it may lose its transmission effectiveness in cross-language conversion due to the absence of context. The task of explicit transfer is to transform implicit pragmatic presuppositions, communicative intentions, or attitudinal tendencies into linguistic elements that can be clearly decoded at the surface structure of Japanese. This transfer operation does not change the conceptual core of the keyword but recodes the peripheral pragmatic information, so that target-language recipients can obtain an effect close to that of the source language without resorting to complex contextual reasoning^[4].

In the Japanese translation process, the pathways to achieve explicit transfer include adding pragmatic markers, adjusting modal expressions, and restructuring presupposed information. The rich grammatical resources of sentence-final particles and adverbs in Japanese provide technical support for explicitation. For example, the implicit tones of speculation, evaluation, or emphasis embedded in China Keywords can be externalized in Japanese translation through formal markers such as "ようだ", "べきだ", and "さえ". At the same time, the transfer of pragmatic implicatures requires consideration of the degree of explicitation control: excessive explicitation may lead to redundant expression or stylistic distortion, while insufficient explicitation may prevent the recipient from capturing key pragmatic information. A reasonable operational strategy is to perform hierarchical explicit treatment of implicit content based on the information weight of the keyword in the discourse sequence, prioritizing the transfer of high-weight information into syntactic core components, while low-weight information

can be realized through adjuncts or intonational markers. Through this mechanism, the pragmatic effectiveness of China Keywords is fully transmitted in the Japanese context.

2.3 Path Selection for the Fusion of Recipients' Horizons

The path selection for the fusion of recipients' horizons emphasizes the translator's active alignment with the cognitive framework of target-language recipients during Japanese translation conversion. A horizon difference exists between the semantic presuppositions of China Keywords and the existing knowledge of Japanese recipients, so the translator needs to construct a fusion channel between the two horizons. The fusion of horizons does not require the recipients to abandon their own cognitive habits; instead, it enables the meaning of China Keywords to obtain an intelligible mode of existence within the target-language culture by selecting appropriate expression paths. Path selection involves three decision-making dimensions: the recipients' knowledge reserves, information expectations, and stylistic preferences. The translator makes trade-offs among these dimensions to determine in which linguistic form the keywords should be presented in order to minimize cognitive friction.

At the specific operational level, the paths for the fusion of horizons can be divided into two types: the assimilation path and the accommodation path. The assimilation path embeds China Keywords into the existing conceptual classification system of Japanese, using category labels familiar to the recipients for naming or paraphrasing; the accommodation path moderately retains the heterogeneous features of the keywords and guides the recipients to expand their cognitive framework through contextual cues. The two paths are not opposed but form a continuum. In Japanese translation practice, the path selection depends on the degree of defamiliarization of the keywords and the priority order of communicative goals. For keywords that may cause misunderstanding or yield an empty set in the recipients' cognition, the accommodation path is more appropriate, and in this case, sufficient contextual cues need to be embedded in the translation to support the occurrence of the fusion of horizons. Through reasonable path selection, China Keywords can not only enter the cognitive horizon of Japanese recipients but also prompt the recipients to generate new dimensions of understanding during the fusion process, thereby enhancing the depth and precision of cross-cultural communication.

3. Pragmatic Logic Realization of International Publicity Functions

3.1 Contextual Anchoring of Information Authority

The contextual anchoring of information authority focuses on the conditionalized pathways through which China Keywords obtain credibility and persuasiveness in Japanese translation communication. Authority is not an inherent attribute of a text but a pragmatic state conferred by recipients in a specific context. During the Japanese translation process, the translator enhances the acceptability of information by anchoring the expression forms of keywords to contextual elements recognized in the target-language culture. The operational objects of contextual anchoring include the traceability of the discourse source, the consistency of the expression manner, and the compatibility with other established knowledge systems. When the Japanese translation of China Keywords establishes connections with authoritative styles, normative usages, or citation conventions in the Japanese language community, its information authority is preliminarily established^[5].

The specific mechanisms for achieving contextual anchoring involve two levels: register selection and intertextual reference. Register selection requires the translator to make judgments among expression levels such as formal versus informal and academic versus popular, so that the presentation manner of the keywords aligns with the stylistic expectations of Japanese recipients for a particular information type. Intertextual reference, by invoking existing expression patterns or citation frameworks in Japanese discourse, embeds China Keywords into a knowledge network recognizable to the recipients. For example, adopting conventional definitional sentence patterns or annotation formats in Japanese can enhance the sense of normative quality in the keyword expressions. Contextual anchoring is not a reinforcement of the original meaning of the keywords but a pragmatic packaging of their presentation form, enabling recipients to form a positive judgment about the reliability of the information based on contextual cues even in the absence of external verification conditions. Through this mechanism, the Japanese translation version of China Keywords can gain a foothold in the target-language information field.

3.2 Triggering Mechanism of Cross-Cultural Resonance

The triggering mechanism of cross-cultural resonance explores how the Japanese translation of China Keywords activates the cultural memory or emotional cognition of Japanese recipients, thereby establishing a resonance of meaning between the two cultural systems. Resonance is different from one-way information reception; instead, it is a process in which recipients actively draw on their own cultural resources to regenerate meaning while interpreting the keywords. Triggering this resonance requires the translator to identify the points of fit between China Keywords and the Japanese cultural schemas during translation operations and to activate them with specific linguistic strategies. The points of fit may exist in multiple dimensions, such as the similarity of conceptual structures, the homology of emotional orientations, or the compatibility of value tendencies.

The operation of the triggering mechanism relies on two types of linguistic operations: analogical awakening and metaphorical mapping. Analogical awakening establishes a parallel relationship between China Keywords and a concept or phenomenon familiar to Japanese recipients, prompting the recipients to project their existing cognitive schemas onto the new information object. Metaphorical mapping uses existing metaphorical expression frameworks in Japanese to transform the abstract meaning of the keywords into perceptible figurative representations, thereby lowering the cognitive threshold and stimulating emotional engagement. In Japanese translation practice, the two operations are often used in combination: first, analogical awakening establishes a preliminary association, and then metaphorical mapping deepens the understanding. It is worth noting that triggering resonance does not seek to eliminate cultural differences but to find a linguistic channel that encourages the recipients to actively construct meaning while preserving the core information of the keywords. Effective resonance triggering can enable China Keywords to transcend the level of mere information transmission and enter the recipients' meaning-generation system.

3.3 Cumulative Reinforcement of Discourse Validity

The cumulative reinforcement of discourse validity investigates the process by which China Keywords gradually enhance their pragmatic effectiveness through multiple contextualized presentations in the Japanese translation communication sequence. The keyword expression in a single translated text has a limited pragmatic scope, but in continuous discourse practice, the repeated appearance of the same keyword in different contexts generates a cumulative effect, which makes its semantic boundaries clearer and its pragmatic functions more stable. The essence of cumulative reinforcement is a diachronic result of contextual adaptation, where each occurrence both confirms previous expressions and shapes future reception expectations. This process relies on the intertextual connections among translated texts and the superimposition effect of recipients' memory.

The operational conditions for achieving cumulative reinforcement include the maintenance of expression consistency and the supplementation of contextual differentiation. The maintenance of expression consistency requires that the Japanese translation form of the same China Keyword remain basically unified across different texts or different occasions, so as to avoid weakening its recognizability due to expressive variation. The supplementation of contextual differentiation requires that, while keeping the core form unchanged, the keyword adapts to different communicative situations by adjusting accompanying information or pragmatic markers, thereby expanding its applicable scope. The tension between the two constitutes the driving force of cumulative reinforcement: excessive pursuit of consistency may lead to rigidity, while excessive emphasis on differentiation may undermine the cumulative foundation. A reasonable strategy is to allow context-adaptive changes in peripheral modifying elements while keeping the core morphemes unchanged. As the frequency of occurrence and the expansion of scenarios of the keyword in the Japanese information environment increase, its discourse validity gradually transitions from an initial state of defamiliarization to a mature state in which it becomes predictable, reproducible, and even actively usable by recipients, thereby achieving the sustained deepening of the international publicity function.

Conclusion

This study focuses on the core issue of the contextual adaptation mechanism of the Japanese translation of China Keywords and the realization of its international publicity function, and constructs a progressive analytical framework that moves from theoretical configuration to operational dimensions and then to functional realization. The study shows that the parametric decomposition of

linguistic context provides a formal basis for semantic mapping; the cognitive mapping model of cultural context achieves the natural penetration of cultural connotations; and the dynamic hierarchical network of communicative context endows the translation process with recursive adjustment capability. At the operational level, the contextual adjustment of semantic reference solves the problem of dynamically matching the scope of reference in Japanese translation; the explicit transfer of pragmatic implicatures transforms inference-dependent information into clearly decodable linguistic elements; and the path selection for the fusion of recipients' horizons establishes a channel of meaning between the two cognitive frameworks. The synergistic effect of the above operational dimensions enables the pragmatic logic of international publicity functions to be concretized: information authority is contextually anchored through register selection and intertextual reference; cross-cultural resonance is triggered by means of analogical awakening and metaphorical mapping; and discourse validity is cumulatively reinforced through the tension between the maintenance of expression consistency and the supplementation of contextual differentiation. Future research can be deepened in two directions: first, to apply the contextual adaptation mechanism proposed in this study to the comparative translation analysis of other languages, so as to test the cross-linguistic applicability of its theoretical explanatory power; second, to introduce data-based measurement methods of recipient responses, and to quantitatively investigate the weighting effects of different contextual adaptation strategies on the cognitive processing and attitude formation of target-language audiences, thereby providing more refined empirical calibration for the theoretical model.

Fund Projects

This study is a research achievement of Lingnan Normal University's characteristic innovation project TW2408.

This study is a research achievement of Lingnan Normal University's teaching reform project titled "Teaching Reform and Practice of Japanese Translation Courses from the Perspective of Curriculum-Based Ideological and Political Education".

This study is a research achievement of Guangdong Province's teaching reform project titled "Integration, Innovation, and Practice of Lingnan Cultural Resource Digitalization and Foreign Language Translation Teaching".

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