

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 Problem of Context Adaptation in the Japanese Translation of "China Keywords". In short, this paper will present the theoretical system of the mechanism of context adaptation and how to achieve the goal of international dissemination. Based on the parametric decomposition of linguistic context, a cognitive map of cultural context and the theoretical structure of a dynamic hierarchical network of communicative context have been built in this paper; we will also study the operation of semantic reference adjustment, explicit transmission of pragmatic implicatures and fusion of recipients' horizons. The above studies have shown that the foundation of information authority is contextual anchoring, cross-cultural resonance can be achieved through analogical awakening and metaphorical mapping, and discourse validity is strengthened by cumulative reinforcement. The Japanese translation of China Keywords has been adapted according to the context and shows the characteristic of recursive adjustment; to achieve the goal of international dissemination, coordination among contextual factors, operational dimensions and functional objectives is needed.*

Keywords: *Japanese Translation of Chinese Keywords, Contextual Adaptation Mechanism, International Publicity Function, Pragmatic Logic, Cross-cultural Resonance*

Introduction

There are many differences in the linguistic system, cultural schemas and communication conventions of the Japanese translation of China Keywords and the original language. The old equivalence theories of translation cannot explain the change in meaning and application of keywords in different contexts; therefore, a new system of theory for contextual adaptation has been put forward to address this problem. Most of the previous research has focused on the summarisation of translation strategies or the comparison of translation examples, and has not systematically organised the internal mechanism of contextual adaptation or provided a logical explanation for how this mechanism helps achieve the goal of international publicity. The three parts of the theoretical model for contextual adaptation of Japanese translation in the construction of China Keywords in this paper are linguistic context, cultural context and communicative context. The three are the adjustment of the semantic reference, the explicitation of pragmatic implicatures, and the fusion of horizons. The three goals of this are to achieve the practical end of spreading overseas Chinese culture and to build a platform for cross-cultural exchange and public discussion. To make the internal operating logic of contextual adaptation and how it is achieved to achieve functional results more explicit, observable and explainable, theoretical support for the accuracy and effectiveness of cross-cultural communication can be obtained.

1. Theoretical Configuration of the Contextual Adaptation Mechanism

1.1 Parametric Decomposition of Linguistic Context

Parametric decomposition of linguistic context focuses on the variable and constant parts of the semantic components of Chinese Keywords in Japanese translation. Chinese keywords generally have a certain amount of information and conceptual boundaries. In order to convert them into Japanese, one must systematically extract semantic parameters according to the structural differences between the source language and Japanese at the levels of lexicon, syntax and discourse. The three necessary parts of the division are the reference parameter, the predicative parameter and the connective parameter. The

reference parameter shows the level of specificity for the object pointed out by the keyword, and in Japanese translation, this is expressed as a conversion between definite and indefinite noun forms. The predicative parameter is the tense, aspect and voice of verbs or adjectives, and it needs to be in agreement with the Japanese inflectional system. The connective parameter is a type of cohesion that can be used in certain contexts to enhance the coherence of writing^[1].

Parametric decomposition is not a simple grammatical substitution; rather, it is a way of distributing semantic weight in context. At the dynamic boundary of linguistic context in Japanese translation, one must identify both the explicit expressions and the implicit presuppositions of parameters. For instance, the difference between the Japanese particles "wa" and "ga" can be viewed as the result of parameter selection; "wa" indicates the topic and "ga" indicates the subject. The conversion of the two should be in line with the information structure of the China Keywords in the original text. Parametric decomposition of the linguistic context can be used to systematically reveal the meaning potential in the source language, and then, with the help of Japanese grammatical resources, precise mapping can be carried out to provide a formal basis for adaptation behaviour.

1.2 Cognitive Map Model of Cultural Context

Culture refers to the whole system of collective memory, values and behavioural norms in Chinese society. The Japanese translation should not be based on semantic equivalence but should establish a mapping model at the level of cognition. According to the conceptual structure of the source-language cultural context, a cognitive schema can be developed for learners of the target language. Therefore, we need to find the cultural prototypes related to the keywords and their corresponding nodes in the Japanese cognitive system. Mapping is not direct substitution but an adaptation method based on the cognitive distance between cultures; when the cultural prototypes are very similar, direct mapping is used, and when there are differences, indirect mapping by metonymy or analogy is employed.

At the bottom of the cognitive map model is a calculable link from cultural features to language expressions. Chinese keywords often have a logic or spatial metaphor for a particular social environment, are also concise in nature, and therefore the cognitive system of the Japanese people needs to use contextual clues to reconstruct their implicit meanings. The two levels of the mapping model are surface maps; they directly correspond to cultural symbols such as concrete objects, festivals and etiquette, and deep maps are abstract concepts, such as "guanxi" and "face", so functional equivalent cognitive scripts need to be found in Japanese. Systematically invoking the existing cultural knowledge network of Japanese recipients can be done to have the cognitive map model naturally absorb the cultural connotations of Chinese keywords without external explanations^[2].

1.3 Dynamic Hierarchical Network of Communicative Context

The structure of the multi-layered and dynamic system of the communicative context in the Japanese translation of "China Keywords" can be divided into the three interconnected levels of physical context, social context and psychological context. The Physical Environment offers a place and time for the diffusion of information. The Social Environment will affect where people speak and thus influence their choice of language style. Psychological factors refer to people's inner reasons, beliefs, emotions, and so on. The three layers do not have to be in this order; rather, at any time during translation, they can be connected and organised into an independent network system. Modify the parameters of one layer, then adjust the others accordingly; thus, the whole environment will be changed at that time.

The two main modes of operation for the dynamic hierarchical network are threshold triggering and hierarchical switching. When one of the context parameters is high, many strategies will be used at all levels by the translator. For example, with the strengthening of the hierarchy in society, people will start to use more respectful language instead of plain expressions, and this will reduce the degree of emotional expression in their inner lives. During the Japanese translation of China Keywords, the translator should be aware of all three levels of variables at the same time and adjust the network in real time according to the communication needs of the Japanese audience. Therefore, adaptation to the environment is no longer a single event but rather an extended process of change, and the results of one stage can be used as the basis for the next to jointly improve many practical functions.

2. Operational Dimensions of Contextual Adaptation in Japanese Translation Conversion

2.1 Contextual Adaptation of Semantic Reference

The Goal of Contextual Adjustment for Semantic Reference is to dynamically match the referent and the scope of reference for China Keywords in Japanese translations. The reference content of China Keywords usually takes its definite boundary from the context of the source-language text, and the Japanese expression system shows explicit or implicit differences in the encoding of references. The first goal of context adaptation is to change general or abstract expressions so that they are more easily understood by the public. The three general types of the above are narrowing, widening and moving the reference. Reducing the range of the reference will limit the application of the general idea to only one type. Expansion of references adds more general terms or broad expressions to the list. Reference conversion takes place when the referent in the source language does not have a corresponding item in the target-language culture, so a functional substitute needs to be employed^[3].

Contextual adaptation of references at the level of operational Japanese translation is achieved by using the special deictic system and particles of the Japanese language. Some abstract nouns in the Chinese Keywords may need to be made more concrete in Japanese by adding the phrases "というものの" or "といった". At the same time, since there are no Japanese pronouns, the references need to be revised to avoid repetition and lack of understanding. Contextual adaptation does not need to align with the reference; rather, based on changes in the parameters of the communication environment, it can be adjusted how explicit a reference should be. If the source-language keyword has an ambiguous reference in the original text, it can be left vague or specified in the Japanese translation. The former is suitable for keywords that have many concepts, and the latter is for cases where the cost of understanding needs to be reduced. Therefore, the semantic reference will be in a good position in the target-language environment.

2.2 Explicit Transfer of Pragmatic Implicatures

Explicit transfer of pragmatic implicatures refers to how to change the presentation mode of illocutionary meanings carried by China Keywords in Japanese. The Semantic Structure of China Keywords often contains inference-dependent information. Although this information can be obtained automatically from the environment of the source language, it may not be included in the cross-language conversion due to a lack of context. Explicit transfer is to make explicit the implicit pragmatic presuppositions, communication goals and attitude inclinations that are not readily apparent in the surface structure of Japanese, and then to express them through language. Transfer operations do not alter the fundamental idea of the keyword but rather re-encode the surrounding pragmatic information so that people in the target language can achieve a similar effect to that in the source language without extensive contextual reasoning^[4].

In translating from Chinese to Japanese, one can add pragmatic markers, change modal expressions and reorder presupposed information to achieve explicit transfer. Sentence-final particles and adverbs in Japanese have many grammatical resources that can be used for explanation. For example, the implicit tones of speculation, evaluation or emphasis in China Keywords can be expressed by formal markers such as "ようだ", "べきだ" and "さえ" in Japanese translation. At the same time, in presenting pragmatic implicatures, one should also consider the degree of control over explicitation; too much explicitation will result in redundant expressions or a loss of style, and too little explicitation will prevent the recipient from learning the main pragmatic information. A reasonable way of operation is to use a hierarchical explicit treatment of implicit content according to the information weight of the keyword in the discourse sequence, prioritise the transfer of high-weight information to the syntactic core components, and present low-weight information through adjuncts or intonational marks. In this way, the actual effect of China Keywords will be fully realised in Japan.

2.3 Selection Path for the Fusion of Recipients' Horizons

The selection of the path for the fusion of horizons is to have the translator proactively align with the cognitive framework of the target-language audience during Japanese-to-other-language conversion. There is a horizon difference in the semantic presuppositions of "China Keywords" and the existing knowledge of Japanese readers; therefore, the translator needs to build a fusion channel between the two horizons. Fusion of Horizons does not require the recipients to give up their own thinking habits; rather, by choosing appropriate expression paths, the meaning of China Keywords can be given an

understandable way of existence in the target-language culture. The three reasons for taking this road are the people's knowledge base, information demand and style preference. Based on the above, the translator will consider all these reasons and decide which form of language to use for the keywords to reduce cognitive load.

At the level of actual operation, the paths for the fusion of horizons can be divided into two types: the assimilation path and the accommodation path. Assimilation Path: Chinese keywords are added to the existing conceptual classification system of Japanese, and then they are named or paraphrased according to category labels that are familiar to the recipients.

Accommodation Path: Keep some of the features of the various keywords and add context to help the recipient build an extended cognitive system. They are not in opposition; rather, they work together. At the time of the Japanese translation, one needs to decide how much defamiliarisation is required for the keywords and which communicative goals should be prioritized. For keywords that may cause misunderstanding or result in an empty set of recipients' cognition, an accommodation path is more suitable, and in this case, many contextual cues need to be added in the translation to support the occurrence of horizon fusion. By taking reasonable routes, China Keywords can not only enter the cognitive sphere of the Japanese people but also inspire them to form new ways of thinking in the process of integration, thereby increasing the level and precision of cross-cultural communication.

3. Pragmatic Logic Realisation of International Publicity Functions

3.1 Contextual Anchoring of Information Authority

Contextual anchoring of information authority refers to the conditional paths employed by China Keywords to enhance the credibility and persuasiveness of information in Japanese translation. Authority is not a feature of the text itself; rather, it is a practical situation that has emerged due to the circumstances of reading. To improve the clarity of the information in Japanese translation, one can connect the expression form of keywords with contextual elements that are familiar to people in the target-language culture. The operation objects of contextual anchoring are the traceability of the discourse source, the consistency of the expression mode and the compatibility with other built-up knowledge systems. When the Japanese translation of China Keywords is combined with authoritative styles, normative uses or citation conventions in the Japanese language community, it will gain informational authority^[5].

The two ways to achieve contextual anchoring are to select a register and an intertextual reference. In selecting registers for the list of registers, one should consider whether they are formal or informal, academic or popular, etc., so that the presentation style of keywords meets the style requirements for Japanese readers of different types of information. Intertextuality is the borrowing and referencing of expression and reference systems from other parts of the language system to create new ones. For example, one can add a normal sentence pattern or annotation to the keyword expression in Japanese to increase its sense of normality. Contextual anchoring does not add new information to the original meaning of the keywords; instead, it is an expedient way to present them so that people can form a positive perception of the reliability of the information based on contextual clues without external verification. Therefore, the Japanese translation of China Keywords will be added to the information environment for this language in Japan.

3.2 Trigger Mechanism of Cross-cultural Resonance

The trigger mechanism of cross-cultural resonance is how the Japanese translation of Chinese keywords can activate the cultural memory or emotional cognition of Japanese people to create a resonance of meaning in the two cultural systems. Resonance is not the reception of information; rather, it is the active utilisation of one's own cultural resources by receivers to create meaning in light of keywords. In order to achieve the effect of resonance, the translator should find suitable places in the Japanese cultural system of the work for the Chinese keywords and then use specific linguistic methods to activate them. There will be many areas of agreement; for example, the basic structure is the same, the general direction of emotion is the same, and the values are generally in line.

The two kinds of language operations in the operation of the trigger mechanism are analogical awakening and metaphorical mapping. By connecting Chinese words with familiar ideas or things that the Japanese people are already aware of, an analogy can be created to grab their attention and help

them learn new knowledge based on their existing cognitive structure. Metaphorical mapping can take the existing system of metaphorical expressions in Japanese and reduce the cognitive load and evoke emotions by changing the abstract meanings of keywords into concrete, figurative expressions. The two operations are often used together in Japanese translation; first, an analogy is used to draw the reader's attention, and then a metaphor is added to create an idea. It should be pointed out that the aim of inducing resonance is not to eliminate cultural differences, but rather to find a way to motivate the recipients to actively construct meaning while still conveying the basic information in the keywords. A good resonance can help "China Keywords" go beyond the simple spread of information and enter the system of meaning construction for receivers.

3.3 Cumulative Reinforcement of Discourse Validity

Cumulative reinforcement of discourse validity studies how Chinese keywords gradually increase in pragmatic force as they appear in all kinds of situations during the process of Japanese translation and communication. Although the range of the keyword expression in a single translated text is relatively small, repeated use of it in discourse will accumulate effects to define the semantic scope and stabilise the pragmatic function of multiple occurrences of the same keyword in different situations. The first reason for adding reinforcement is to enhance the behaviour that has just taken place, and at the same time, a norm for future behaviour can be established. It is due to the intertextual relations of the translated works and the superimposition effect of recipients' memories.

The first way to obtain reinforcement is to use a uniform expression and then add contextually varied elements. To ensure the consistency of expression, the Japanese translation form for the same Chinese keyword should be relatively uniform in different texts or at different times, and should not vary too much so as not to lose the recognition ability due to expressive differences. Without changing the basic form, in order to add context differentiation, one can change the keyword according to the circumstances of communication by adding accompanying information or pragmatic markers to extend the scope of application. The two are in conflict, so they will continue to promote each other; if they are too uniform, there will be no development, and if they change too frequently, the foundation for development will be damaged. A reasonable way is to add context-adaptive modifications to the peripheral modifying elements and not change the core morphemes. With the increase in both the frequency and the range of use of the keyword in the Japanese information environment, its discourse validity has gradually advanced from the initial stage of defamiliarisation to a mature stage; now it is predictable and reproducible, has been actively used by recipients, and thus continuous expansion of its international publicising function has been achieved.

Conclusion

First, we will study the context-adaptation mechanism of the Japanese translation of China Keywords and how its international publicity function is realised; then, we will gradually build a theoretical system, apply it in practice, and finally present the function. Therefore, it can be concluded from the above that the parametric decomposition of linguistic context provides an official basis for semantic mapping, the cognitive mapping model of cultural context can naturally integrate cultural connotations, and the dynamic hierarchical network of communicative context has recursive adjustment capabilities for translation. At the level of operation, contextual adjustment of semantic reference is used to solve the problem of dynamic matching for the scope of reference in Japanese translation; explicit transfer of pragmatic implicatures converts inference-dependent information into clearly decodable linguistic expressions; and the path selection for the fusion of recipients' horizons creates a channel for meaning between the two cognitive frames. Based on the operating dimensions mentioned above, we can achieve the practical goal of realising the logic for international publicity: build an information authority by selecting registers and intertextual references, create cross-cultural resonance through analogy and metaphor, and gradually increase the validity of discourse by integrating expression consistency and contextual differentiation. The next two lines of research will be as follows: First, we will apply the contextual adaptation mechanism introduced in this paper to the comparative translation analysis of other languages to determine whether it is cross-linguistically general and what theoretical explanation power it has. Second, we will present data-driven measurement methods for the responses of recipients and quantify the weighting effect of all kinds of contextual adaptation strategies on the cognitive processing and attitude formation of target-language audiences to provide more specific empirical calibration for the theoretical model.

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