English Translation of Intangible Heritage of Folk Literature from the Perspective of Medio-Translatology Based on Big Data

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Abstract: In recent years, vigorously developing the protection of intangible cultural heritage has become an important part of building a socialist culture with Chinese characteristics, shouldering the important task of promoting cultural exchanges and maintaining cultural diversity. Therefore, as an important object for the protection and inheritance of intangible cultural heritage, the study of English translation of folk literature has also received great attention from scholars. Protect and inherit folk literature, and improve the cultural soft power of certain regions of our country. Based on the big data, this article uses the early warning indicator system to protect and research the translation of non-heritage folk literature in my country and other tasks. Folk literature is our national treasure. It is very important to translate them into English, the most popular international language through the perspective of mesotranslatology. The English translation of intangible cultural heritage works of folk literature, as the carrier of China's excellent traditional culture, helps to promote the export process of the core values of socialism with Chinese characteristics, so that the essence of Chinese culture can be spread and popularized. The Chinese translation and literary circles have been committed to research in this field for a long time, aiming to let foreign readers understand the unique cultural and spiritual connotations of Chinese excellent folk literature. Enhance the cultural self-confidence of the people and the cultural strength of the country. The experimental research results show that, based on the perspective of mesotranslatology, the perspective of mesotranslatology plays a very important role in the translation of folk literature for some work in our country's folk literature translation.

1. Introduction

In today's world, English has become the most commonly used language [1]. Therefore, through research and discussion, we find that as a translation theory, Chinese translation studies have important research value for the English translation of Chinese popular literature [2]. Media flattery not only helps to clarify the principles and translation strategies of English translation, but also helps to promote the spread of cultural connotations throughout our country, so as to enable more readers to understand, accept and recognize Chinese history and culture [3].

In recent years, in order to promote traditional Chinese culture, some parts of our country have carried out a series of intangible cultural heritage publicity activities, such as filming intangible cultural heritage feature films, miniature images, etc. [4]. From the perspective of comparative literature, Chinese translation theory is very different from traditional translation [5]. Traditional translation research mostly stays at the language level, focusing on the study of translation techniques and methods for words and sentences in works [6]. In addition to the research on the basic strategies of English text translation, medical translation studies pay more attention to the study of translation acceptance methods, transmission channels and media, with a broader research horizon and more complex issues [7]. From the perspective of Chinese translation studies, the main translation methods are: "improved translation method", "free translation method", "graphic method" and "domesticated method". Although there are many methods, in the specific use, the situation of the text and the acceptance of the audience should be fully considered, and the translation strategy should be flexibly combined to achieve the purpose of easy acceptance and dissemination of the culture by the audience [8].

As a typical representative of intangible cultural heritage, folk literature has its unique literary direction and communication channels, and its core is people, especially laborers. It is pointed out that human beings are the core of human beings, which is the hidden deepening and inheritance of the ability, experience and spirit of the past humans [9]. Compared with tangible sports culture, intangible culture has the characteristics of voice, image, and skills, and the main way for its sustainable development is oral teaching. As an important category of intangible cultural heritage, folk literature not only takes people as the starting point, but also widely reflects regional customs and etiquette, social cognition and value judgment. These characteristics not only reflect the importance of folk literature, but also profoundly affect the protection thoughts and measures of folk literature [10].

2. Method

2.1. Early Warning Indicator System

Due to the development of science and technology nowadays, there is also a special technological crowd emerging. They are hackers who will invade the databases of other people or companies to steal data. Therefore, the translation and translation of Chinese folk literature will originally be stored in computer databases and may be subject to Hackers or criminals invade and steal data, so the construction of an early warning and instruction system is necessary to protect the national intangible cultural heritage and prevent theft.

There are m early-warning indicator systems, and n original data are supplied for each indicator. The early-warning indicator system processes these data to obtain a standard matrix:

$$T = (r_{ij})m \times n \tag{1}$$

Among the m indicators, the i-th indicator is defined as:

$$E_i = -\frac{1}{\ln n} l_{ij} \ln(l_{ij}) \quad , i = 1, 2, \ldots, m. \tag{2}$$

Among them:

$$l_{ij} = \frac{r_{ij}}{\sum_{i=1}^{n} r_{ij}} \tag{3}$$

$$W_i = \frac{1 - E_i}{m - \sum_{o+1}^{m} E_i} \quad , 0 \leq W_i \leq 1 \tag{4}$$

For the safety accident early warning indicators of the corresponding heavy, medium, and light alarm states, the dimensionless processing is performed by formula (1) to obtain the dimensionless value xi, and the weighted value is obtained by multiplying the index and the corresponding quantitative value by weighting and summing. average value:

$$\Delta = \sum_{i=1}^{m} W_I x_i \tag{5}$$

$$R(t) = P\{x(t) < [x]\} \quad u(t) \geq [u] \tag{6}$$

$$P_{FR}(t) = \frac{u(t)}{[t]} \quad P_{RSD}(t) = 1 - \frac{u(t)}{[u]} \tag{7}$$

$$t_r - t_1 = \frac{\frac{1}{2}(t_2 - t_1)^2}{(t_2 - t_1) - \frac{1}{2}(t_3 - t_1)} \tag{8}$$

2.2. Under the Guidance of the Government, Actively Build a Platform for Dissemination of Intangible Cultural Heritage of Folk Literature.

Government guidance must first create a stage and platform for folk literature intangible cultural heritage talents and create conditions for their growth. At the same time, China's tourism service industry will actively promote the display of folk literature intangible cultural heritage as a regular project, create a new type of bookstore cultural platform, and increase the visibility of intangible cultural heritage projects. On this basis, the government supports the publicity and translation of intangible cultural heritage in terms of policies, funds, manpower, and material resources, and organizes staff to collect, sort, compile, translate and publish related publicity materials. The government can also cooperate with social and cultural institutions to invite experts and scholars to conduct intangible cultural heritage translation research and other intangible cultural heritage translation seminars.

2.3. Promote the Entry of Intangible Cultural Heritage Projects into Campus, and Attach Importance to the Professional Training of Intangible Cultural Heritage Translators

Now some universities in China have introduced intangible cultural heritage projects into their campuses, which has improved teachers and students' awareness of regional intangible cultural projects. At the same time, teachers and students who specialize in English have a certain language foundation. In order to combine their own experience and develop intangible cultural heritage such as folklore and literature, it is best to establish a regional intangible cultural heritage advertising research center. Local universities can also use professional foreign language translators according to the needs of regional economic development. Strengthen the teaching of English and American culture and translation, and pay attention to the education of Chinese traditional culture. Including

regional cultural characteristics. At the same time, the Ministry of Culture can provide professional training. For areas with rich tourism and cultural resources like our country, in the curriculum setting, we should not only pay attention to English and organize some college English teachers to study and train translations of intangible cultural heritage projects. Organize a professional team of "experts, teachers, and students" integrating teaching, scientific research and translation to participate in the translation of intangible cultural heritage to better overcome the problem of English translation of intangible cultural heritage.

2.4. Under the Guidance of Translation Theory Carry Out the English Translation Exchange and Publicity Activities of Intangible Cultural Heritage.

Intangible cultural heritage has distinctive national characteristics and cultural connotations. The English translation of non-heritage relics has always been a hot topic in the translation industry. Many translation theories, including cognitive linguistics, translation theory, adaptive translation theory, and selection theory, provide a great direction for the translation of non-heritage in folk literature. Therefore, it is recommended to carry out the external publicity and English translation of intangible cultural heritage projects to promote the external publicity and English translation of my country's intangible cultural heritage projects.

3. Experiment

3.1. Subject

People pay more and more attention to the translation of intangible cultural heritage of folk literature, but there are some shortcomings. Taking Yangzhou as an example, intangible cultural heritage handicrafts are more popular, with a wide variety of advertising materials for intangible cultural heritage, and rich types of advertising such as videos. However, the non-inheritance of folk literary works with local characteristics, such as Yangzhou folktales, is also restricted by the difficulty of local language and art translation, and it is necessary to strengthen external publicity and English translation. In addition, a series of researches and discussions on the intangible cultural heritage in Yangzhou folk literature are carried out.

3.2. Experimental Method

(1) Literature Research Method
Literature research is the primary method of this article. Based on a comprehensive review of academic journal literature and related research reports of research institutions, this article has a basic understanding of the research hotspots and research gaps of intangible cultural heritage of folk literature, and then determines the research direction and basic ideas of this article on this basis. Strengthen the theoretical basis of this article, expand the scope of research, and extend the practical connotation.

(2) Case Study Method
This paper takes Yangzhou, a city with a long history in my country, as the research object, and puts forward development countermeasures with applicability and promotion significance through current situation assessment, feature analysis, and problem summary.

(3) Theoretical Analysis Method
Focusing on the translation of folk literature from the perspective of mesotranslatology, it

conducts cross-theoretical analysis from the philosophy of value, philosophy of art, phenomenology of design, cognitive behavior, and consumer psychology.

(4) Statistical Analysis

This article uses SPSS statistical analysis tools to conduct a scientific and rational analysis of the data obtained from the survey, analyze the differences in the translation of folk literature in various places, analyze the significant differences of individual factors, and study the influence of each factor on the value subject from value recognition to value realization The difference and degree of process influence.

4. Results

Through research and investigation, we can know that the essence of literary translation is the translation and introduction of culture. The complex combination of literature and culture is an inevitable problem for national literature researchers. Literature is an important medium of culture, and the particularity of culture should be expressed through literature. Many words in national literature convey the code of national culture, have unique meanings, and are deeply rooted in the soil of national traditional culture.

Compare the accuracy of the translation of folk literature from the perspective of mesotranslatology and the general perspective.
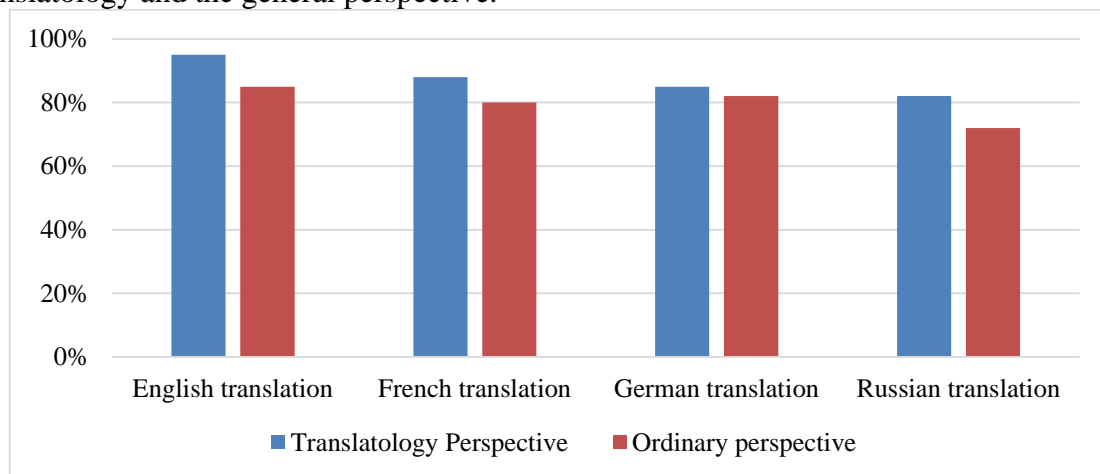

Figure 1. Comparison of translation accuracy in different countries from two perspectives

It can be seen from Figure 1 that the accuracy of the translation of Chinese folk literature into various languages from the perspective of mesotranslatology is very high, while the accuracy of translation into various languages from the general perspective is low compared to the perspective of mesotranslatology. The accuracy of the English translation of intangible cultural heritage of folk literature is the highest, and English is the most common language in the world, so the English translation is very important for the translation of non-heritage of folk literature.

Although the English translation of the intangible cultural heritage in Yangzhou folk literature has certain difficulties, it also has its bright spots, that is, it has a good publicity foundation. Yangzhou has a long history and profound cultural heritage, as well as a precious intangible cultural heritage of folk literature. Including 18 intangible cultural heritage resources including Yangzhou Pinghua, Yangzhou Qingqu, Yangzhou Eight Eccentric Legends, and Yangzhou Removal of Armor Folk Songs. They are the essence of the outstanding history and culture of Yangzhou area and the

treasure of Chinese culture. Yangzhou attaches great importance to the construction of intangible cultural heritage system. Yangzhou City actively implements the "Scenic Places" plan and has established a number of art categories to create a good environment for the "live, pass, produce, name, and discard" intangible cultural heritage projects. The focus of the 25 cultural and intangible heritage teacher studies is to improve the work system and support the policy system to protect and inherit the local excellent traditional culture.

Table 1. Yangzhou's understanding of folk literature by different age groups

	Don't understand	A little fur	Know well
Under 25	64%	24%	12%
25-50 years old	58%	25%	17%
Over 50 years old	48%	25%	27%

It can be seen from Table 1 that people of different ages in Yangzhou have very different levels of understanding of local folk literature. Those under the age of 25 don't know much about local literature. This is also in line with the fact that young people in the current society are very familiar with the ancient products of our country. People who are 25-50 years old have a certain understanding of non-heritage folk literature, while people over 50 have a good understanding of local non-heritage folk literature. The older generations are also very concerned about this folk literature. A similar translation policy, because the knowledge and opinions of the ancients of our country can be transmitted to all parts of the world.
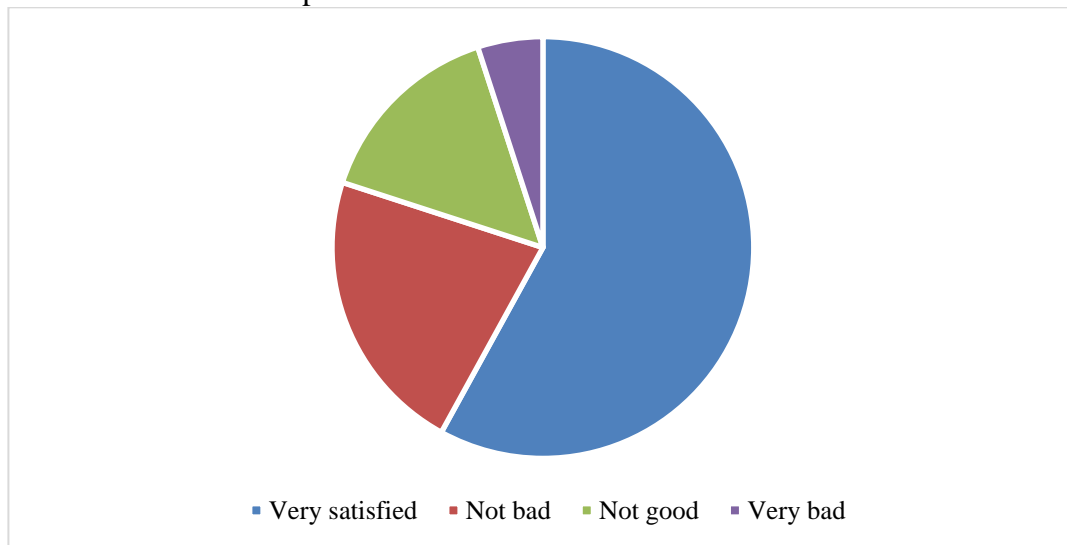

Figure 2. Satisfaction with medio-translation studies

It can be seen from Figure 2 that from the perspective of mesotranslatology, the English translation of folk literature not only protects the survival and heritage afterwards, but also spreads Yangzhou's excellent folk culture and expands the audience. In order to spread excellent folk culture, its characteristics must be emphasized and maintained. To this end, translators should maintain the original meaning and carry out a sound cultural communication. In short, in order to translate folklore literature into "intangible cultural heritage", it is necessary to respect the original text, recreate it reasonably in the translation process, and express the cultural meaning of the original text to the maximum so that it can be accepted by foreign readers. At the same time, it effectively spread the cultural essence of the Chinese nation.

5. Conclusion

This paper uses the early warning indicator system to conduct a series of studies and discussions on the English translation of folk literature under intangible cultural heritage from the perspective of Chinese translation. Considering that China's excellent traditional culture is spread all over the world. There is still a long way to go in the research and practice of English translation of intangible cultural heritage folklore literature. Discussing the English translation of the intangible cultural heritage of Yangzhou folklore literature from the perspective of Chinese translation has not only improved the importance of the translator's text promotion methods and the audience's understanding of the cultural background, translation principles and strategies, but also achieved good results. The ultimate goal is to improve the understanding of foreign readers and effectively spread the cultural essence of the Chinese nation. The intangible cultural heritage elements of folklore literature have unique aesthetic, artistic and historical values. When participating in this type of advertising translation, the translator should strengthen self-development, have a deep understanding of its humanity and regionality, and strive to express the unique meaning of regional culture in the translation process. Society and schools reflect the artistic charm of Yangzhou Canal Culture, and cooperate in the external promotion phase to promote more intangible cultural heritage projects. The intangible cultural heritage text of Yangzhou folklore literature has a strong cultural flavor. It is not easy to translate it accurately and effectively to achieve the propaganda purpose of Chinese excellent folk literature. As long as scholars in the translation industry are passionate about Chinese culture, they hope that through respect for foreign culture and continuous exploration and practice of translation, folk literature will be promoted from the translation of "intangible cultural heritage" to the next stage in the future.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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