

## Research on the Translation and Dissemination of Anyuan Red Culture From the Perspective of Multimodal Corpus

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### Abstract

In the context of economic globalization, international cultural exchanges are increasingly frequent. Red culture is an advanced culture with Chinese characteristics created jointly by the CPC, advanced elements and the people in the revolutionary war years, which contains rich revolutionary spirit and profound historical and cultural connotation. The important role of red culture in enhancing China’s cultural influence cannot be ignored. Red Anyuan is a banner of the Chinese workers’ movement. Strengthening the translation and dissemination of Anyuan’s red culture comprehensively not only enables the inheritance and development of red culture, but also plays a crucial role in further enhancing China’s cultural soft power. Establishing a multimodal corpus is the foundation for the translation and dissemination of Anyuan’s red culture, and it is also a prerequisite for cultural dissemination. However, from the perspective of multimodal corpus, the translation and dissemination of Anyuan’s red culture still face some problems, mainly manifested in limited translation discourse resources, low digitalization level of translation resources, lack of effective expansion of communication channels, and uneven quality of communication content. The translation and dissemination of Anyuan red culture from the perspective of multimodal corpora can be achieved by building a multimodal parallel corpus of

Anyuan red culture, constructing a video-based discourse system of Anyuan red culture corpus, and constructing an intelligent translation platform under Anyuan red culture corpus. Comprehensively strengthening the external dissemination of Anyuan’s red culture must keep pace with the times, integrate communication content based on telling the Chinese story well, fully utilize integrated media carriers to expand communication channels, and actively innovate communication methods to enhance communication efficiency.

**Key words:** Multimodal corpus; Anyuan Red Culture; Communication strategy

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### 1. INTRODUCTION

A multimodal corpus is a type of corpus that integrates various information such as audio, video, and text. It can be processed, retrieved, and statistically analyzed through multimodal methods. It not only includes traditional text data, but also extends to multimedia forms such as images and videos, aiming to construct meaning through multiple modalities. Anyuan is the cradle of the Chinese workers’ movement and one of the main outbreak sites of the Autumn Harvest Uprising on the Hunan Jiangxi border. The red culture of Anyuan has distinctive regional research value. Actively promoting the translation and dissemination of Anyuan red culture from the perspective of multimodal corpora plays an irreplaceable role in enhancing the influence of Anyuan red culture, and also plays an irreplaceable role in telling

Chinese stories well and improving China's cultural soft power. This article analyzes the problems faced in the translation and dissemination of Anyuan red culture from the perspective of multimodal corpora, and proposes effective implementation strategies for the translation and dissemination of Anyuan red culture from the perspective of multimodal corpora for reference.

## **2. THE PROBLEMS FACED BY THE TRANSLATION AND DISSEMINATION OF ANYUAN RED CULTURE FROM THE PERSPECTIVE OF MULTIMODAL CORPUS**

### **2.1 The resources of translated texts are relatively limited**

The red culture of Anyuan has its own distinctive regional characteristics. In February 1922, the first party branch of the CPC among industrial workers, the Anyuan Road and Mine Branch of the Communist Party of China, was established. As the cradle of the Chinese labor movement, Anyuan itself contains profound connotation of the value of red culture, and its functions in ideological guidance, cultural inheritance and moral education are particularly significant. At present, the theoretical system for studying the red culture of Anyuan is constantly being improved, but research on the translation and dissemination of Anyuan red culture is relatively limited, especially in the construction of multimodal corpora. From the perspective of discourse resource integration, the development and utilization of relevant discourse resources related to Anyuan's red culture are inadequate, especially in the integration of multimodal resources, which leads to a lack of reference and guidance for subsequent research, making it difficult to highlight the core value of multimodal corpus construction and hindering the translation and dissemination of Anyuan's red culture in the future.

### **2.2 The digitalization level of translation resources is low**

In the context of the internet information age, the efficiency of integrating and utilizing digital resources related to the translation and introduction of Anyuan red culture is relatively low, and the degree of digitization still needs to be improved. The red culture of Anyuan has a glorious history and has been widely spread and valued in China. The construction of various types of red culture education bases continues to develop and mature. However, the overall efforts in external dissemination are still relatively limited, and the problem of low digital level urgently needs to be solved. With the

rapid development of digital information technology, simple language texts are no longer sufficient to meet the relevant needs of the translation and dissemination of Anyuan's red culture. The importance of integrated resource development continues to be highlighted. However, the informationization level of Anyuan's red culture translation and dissemination still needs to be improved, and there is a lack of flexible application of informationization tools, resulting in a slightly insufficient overall investment in informationization resources. The text-based dissemination method is inefficient and lacks the support of three-dimensional materials such as images and videos, which makes it difficult to further enhance the influence of Anyuan's red culture in the future.

### **2.3 Lack of effective expansion of communication channels**

At present, as Anyuan's red culture continues to move towards the international stage, the specific promotion process of translating, introducing, and disseminating Anyuan's red culture still faces certain challenges, and the phenomenon of relatively single dissemination channels still needs to be resolved. Overall, the dissemination of Anyuan's red culture is still mainly through traditional channels, lacking integration with the digital information age. Due to the relatively limited media and carriers for external promotion and the lack of keeping up with the times, the actual dissemination and development of Anyuan's red culture have been greatly affected and disrupted. The limitations in dissemination channels have hindered the further enhancement of Anyuan's red culture influence in the future.

### **2.4 The quality of the disseminated content varies greatly**

From the perspective of multimodal corpora, promoting the translation and dissemination of Anyuan red culture requires considering the diversified expansion of communication content, and combining communication content with Chinese characteristics with the inherent value and connotation of Anyuan red culture. At present, the integration and utilization of resources related to the dissemination of Anyuan red culture is relatively single, and there are weak links in the development and expansion of dissemination content. For example, there is a lack of distinctive elements in the translation of classic cases of red culture, and insufficient coordination between translated content and Western culture, resulting in low dissemination speed and influence. On the other hand, in the process of dissemination, excessive emphasis is placed on basic textual content while neglecting the flexible application of forms such as short videos and comics, which also leads to the actual effect of the external dissemination of Anyuan red culture being difficult to meet the expected goals.

### 3. OPTIMIZATION STRATEGIES FOR THE TRANSLATION AND INTRODUCTION OF ANYUAN RED CULTURE FROM THE PERSPECTIVE OF MULTIMODAL CORPUS

#### 3.1 Constructing a multimodal parallel corpus of Anyuan red culture

Parallel corpus refers to a bilingual corpus composed of the original text and its parallel corresponding target language text. It is mainly divided into two methods: paragraph level alignment and sentence level alignment. Establishing a parallel corpus can greatly improve translation efficiency and accuracy, make the application of translation terms more unified and standardized, and thus enhance the overall level of Anyuan Red Culture translation. From the perspective of multimodal corpora, actively promoting the implementation of the translation of Anyuan's red culture requires consideration of the important role of parallel corpus construction. In addition to traditional textual material comparative analysis, it is also necessary to consider the development and utilization of other types of three-dimensional resources, translate Anyuan's unique red culture, and enhance its expressive power through images and videos. In the current trend of economic globalization, the main carrier of external translation and introduction of Anyuan red culture is still English. Therefore, it is necessary to pay special attention to the importance of Chinese English translation, and from the perspective of parallel corpus construction, provide comprehensive support for the subsequent translation and dissemination of Anyuan red culture. From the perspective of specific implementation, firstly, it is necessary to clarify the relevant needs for the external dissemination of Anyuan's red culture, while considering the practical needs of translation research and ideological and political education, to ensure that the design and development of parallel corpora have clear goals. Secondly, it is necessary to clarify the selection of corpus scope, which can be divided into two types: bilingual corpus of material form Anyuan red culture carrier and bilingual corpus of non-material form Anyuan red culture carrier. Finally, it is necessary to clarify the typicality and representativeness of the relevant materials in the construction of parallel corpora, and integrate the contents of correspondence, textual literature, institutional systems, literary works, and other related content to ensure the comprehensiveness of parallel corpus construction.

#### 3.2 Constructing a video-based discourse system for the Anyuan Red Culture Corpus

Corpus is a large-scale electronic database that has been scientifically sampled and processed. With the rapid

development of digital information technology at present, adjustments need to be made to the construction of Anyuan Red Culture Corpus. From the perspective of multimodal corpus, special attention should be paid to the flexible application of video materials to ensure the continuous optimization of video discourse corpus construction. At the same time, it also plays a positive role in promoting the subsequent translation and dissemination of Anyuan Red Culture to the outside world. With the assistance of digital information technology, traditional text materials such as books and publications should be digitized to ensure the accuracy of text information. Then, audio, image, and video materials should be preprocessed and standardized in format. Finally, corpus annotation tools and Chinese lexical analysis systems should be used to transcribe and annotate video language. The development of a video-based discourse database needs to highlight the profound connotation of Anyuan's red culture, integrate unique regional elements and image symbols, ensure the pertinence of corpus construction, provide comprehensive support for the subsequent translation and dissemination of Anyuan's red culture, and better reflect the unique charm of Anyuan's red culture.

#### 3.3 Constructing an intelligent translation platform based on the Anyuan Red Culture Corpus

The construction of an intelligent translation platform plays an irreplaceable role in the translation and dissemination of Anyuan's red culture. Therefore, it is necessary to connect with the relevant needs of multimodal corpus construction, implement the various tasks of building an intelligent translation platform, use artificial intelligence technology to improve the accuracy of translation, and ensure the further enhancement of the influence of Anyuan's red culture in the future. In fact, there are many local terms involved in the translation and dissemination of Anyuan's red culture, and the local characteristics of the vocabulary content are quite distinct. If we rely solely on machine translation or manual translation, it is difficult to solve various problems in the translation process, and it is difficult to control efficiency and cost. The existing translation of external promotional materials is mainly oriented towards serving red tourism, lacking clear text translation standards, and language standardization issues have not been taken seriously. Based on this, special attention should be paid to the unified management of relevant local terms in the translation of Anyuan red culture. By building an intelligent translation platform, the unity of translated terms can be guaranteed, and information misreading in cultural dissemination can be avoided.

## 4. THE IMPLEMENTATION PATH OF THE SPREAD OF ANYUAN RED CULTURE FROM THE PERSPECTIVE OF MULTIMODAL CORPUS

### 4.1 Integrating and disseminating content based on telling Chinese stories well

Telling Chinese stories well is deeply related to the translation, introduction and dissemination of Anyuan red culture. Therefore, it is necessary to pay attention to the struggle course of the CPC, the heroic spirit of the Chinese people and the great achievements of the construction of socialism with Chinese characteristics, link the relevant elements with Anyuan red culture, and show the advantages and charm of socialism with Chinese characteristics to the world. In the process of spreading Anyuan's red culture to the outside world, we should actively seek the recognition of the values of dissemination, determine the goals and value orientation of dissemination, and take outstanding works of red culture with typical and representative characteristics as important carriers to convey China's core values. From the perspective of the communication audience, comprehensive integration of communication content needs to consider the cultural differences of the communication audience, conduct in-depth research on the cultural background and value orientation of the communication audience, present red cultural stories in a more systematic and intuitive form, and use multimodal corpora to process and utilize various resources, such as presenting red stories in a three-dimensional form in front of the communication audience. In addition, telling Chinese stories well also needs to consider the typicality and representativeness of the dissemination content, connect with the current characteristics and values of red culture dissemination, actively promote the continuous deepening of the connotation of red culture, try to translate red stories into different languages, so that audiences in different countries and regions can understand red culture stories. On the basis of using new media and other tools to highlight the digital characteristics of dissemination content, we can effectively promote the improvement of the influence of Anyuan's red culture dissemination.

### 4.2 Fully utilize integrated media carriers to expand communication channels

With the rapid development of current integrated media, the external dissemination of Anyuan's red culture is facing new development opportunities. Integrated media itself has the advantages of diversity and timeliness, which can meet the relevant needs of the international community for information acquisition. Therefore, it is necessary to pay special attention to and value the

development and utilization of integrated media itself, and truly build a good communication image from the perspective of expanding communication channels, which plays a crucial role in enhancing people's recognition of red culture in the future. For example, in the official communication platform, it is necessary to use official websites, WeChat official account and other channels to carry out extensive communication. At the same time, in combination with the relevant needs of external communication, it is necessary to actively promote external communication with media as the carrier, so that the value of the red spirit can be reflected. In the context of integrated media environment, the practical need for the integration and expansion of various media resources should be understood through preliminary research on audience characteristics and media usage, and tailored to local conditions. With the help of various forms of media such as television and radio, the story of Anyuan's red culture and the cultural concepts behind it should be conveyed to different audience groups to achieve precise targeting. In addition, based on the rapid development of integrated media, new communication methods should be actively explored in the process of external dissemination of Anyuan red culture, such as using virtual reality technology and augmented reality technology to create materials with strong participation and immersion, further breaking the limitations of information dissemination, and ensuring that red culture can be presented to the audience in a more intuitive and comprehensive way.

### 4.3 Actively innovating communication methods to enhance communication efficiency

Comprehensively innovating the means of spreading red culture is the key to ensuring the effectiveness of red culture dissemination, so it is necessary to consider how to enhance the influence and attractiveness of Anyuan's red culture. Regarding the external dissemination of Anyuan's red culture, it is necessary to consider the ideological construction of the dissemination subject, placing the inheritance of red culture and adherence to red beliefs in an important position, ensuring that the dissemination subject itself has a relatively firm ideal belief, can overcome the influence and impact of external environment in the dissemination process, and truly convey the story and values of the red spirit to more people. In actively promoting the formulation of communication strategies, it is necessary to reflect the important role of differentiated communication and precise communication. Different communication strategies should be selected based on the target audience, and the content and form of Anyuan red culture should be accurately matched to ensure the improvement of communication targeting. In addition, from the perspective of communication

channels and media forms, it is necessary to consider the deep collaboration between online and offline in the communication process, effectively ensuring the stability and sustainability of communication strategies, and ensuring consistency in the dissemination of Anyuan red culture from the perspective of multimodal corpora.

## 5. CONCLUSION

From what have been mentioned above, it can be concluded that promoting the translation and dissemination of Anyuan red culture from the perspective of multimodal corpora is the key to the inheritance and development of Anyuan red culture, and it is also an important prerequisite and foundation for enhancing the international influence of red culture. The unique value and charm of Anyuan's red culture should be approached from the perspective of multimodal corpora, and the translation of Anyuan's red culture should be implemented effectively. With the help of comprehensive and systematic resource integration, the standardization of Anyuan's red culture translation should be ensured. In the process of dissemination, it should continuously adapt to the background of the Internet information age, ensuring the improvement of dissemination efficiency and quality.

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