

# Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research-- Centered on Building the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus

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## Abstract:

Most of the world's famous bilingual parallel corpora are currently based on literary corpus, while there are very few special-purpose bilingual parallel corpora in the world that are purposefully built for a specific subject or a certain regional characteristic. This project creates a trilingual corpus instead of the previous bilingual corpus research, and widens the corpus scope. It builds a standardized parallel corpus of Guangzhou's red culture and tourism industry in Chinese, English and Japanese through literature analysis, field research, quantitative analysis and analytic induction, and applies to Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research. This is not only a positive response to the overall development plan of the country, but also a practical need to meet the trend of the times, which has important theoretical significance and application value.

**Keywords:** Red culture, Chinese-English-Japanese parallel corpus, Corpus construction.

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## I. BACKGROUND OF THE STUDY

Guangzhou is rich in red cultural resources, with a total of 619 red resources in the city, including a total of 6 national red tourism classic scenic spots and 13 national A-class red tourism scenic spots. According to the relevant statistics by the 16 red tourism scenic spots, the total average annual visiting number from 2016 to 2020 exceeded 30 million. The General Secretary has repeatedly stressed that "we should fully explore and make use of the rich and colorful historical and red cultural resources to strengthen cultural construction, persistently carry out publicity and education on core socialist values, deeply excavate excellent traditional culture, guide the majority of cadres and masses to enhance moral sentiments, establish good morals and enhance cultural confidence". In the meantime, on the occasion of the 40th anniversary of Reform and Opening Up, the General Secretary put forward up-to-date requirements on the work related to the Guangzhou's city construction in the terms of four aspects, in which realizing the new vitality of the old city and the comprehensive strength of urban culture is included.

In order to thoroughly implement the General Secretary's important instruction of "making good use of red resources, carrying forward red traditions and passing on red genes", Guangdong Province issued and implemented the "Guangzhou City's Action Plan to Creatively Promote the Comprehensive Strength of Urban Culture", which clearly requires the implementation of the red culture inheritance and promotion project. Besides, the "Guangzhou Red Culture Heritage Promotion Demonstration Area Development Plan (2021-2025)" has been issued as well, focusing on polishing the Guangzhou's brand of heroic city and supporting its typical socialist cultural city construction. There is no doubt that we should develop Guangzhou's red cultural tourism industry, strengthen the education of revolutionary traditions, enhance the patriotic sentiment of the national people, especially of the youth, promote and cultivate the national spirit, and drive the coordinated development of Guangzhou's economy and society. Obviously, it is imperative for Guangzhou to build a high-standard Red Culture Heritage Promotion Demonstration Area.

In recent years, China has repeatedly emphasized the importance of strengthening the soft power development such as national culture. It has become one of the core elements of the national development strategy to strengthen the foreign communication of Chinese culture, to enhance the soft power of Chinese culture and to promote effective and equal exchanges between China and foreign countries. In order to improve our soft power of national culture, it is necessary to make contemporary Chinese values go abroad, which urgently requires a matching international communication capacity to Guangzhou high-standard construction of Red Culture Heritage Promotion Demonstration Area. However, at present, the international communication capacity of Guangzhou's red culture heritage promotion lags behind, and there are almost no systematic and standard foreign language translations related to the red cultural tourism industry, which greatly hinders the development of Guangzhou's Red Culture Heritage Promotion Demonstration Area. As a regional purpose-specific parallel corpus, the project will establish a Chinese-English-Japanese parallel corpus in the context of Guangzhou Red Culture Heritage Promotion Demonstration Area. It is believed that this Chinese-English-Japanese parallel corpus can bring numerous benefits. Firstly, it can promote the construction of its international communication capacity, such as expanding foreign communication platforms and carriers, innovating foreign publicity methods, promoting Guangzhou's unique red tourism resources efficiently, and improving the grade and international influence of regional tourism; Moreover, by telling the Chinese story and spreading the Chinese voice, it can integrate contemporary Chinese values into international communication and dissemination in all aspects, and enhance the discourse power in the international arena.

## **II. PREVIOUS RESEARCH**

Corpus, according to McArthur, Tom in *The Oxford Companion to the English Language*, is defined as "a collection of texts, especially if complete and self-command", and "In linguistics and lexicography, corpus is a body of texts, utterances or other specimens considered more or less representative of a language, and usually stored as an electronic database" [1]. Nowadays, most of the world's famous bilingual parallel corpora are currently based on literary corpus, while few of them aim for a specific topic or a regional characteristic. At present, there are three well-known overseas parallel corpora of tourism resources. The first one is an English tourism corpus of 670,000 words created by Michael Wilkinson of

Finland in 2005, which is mainly used as a reference to guide students when translating from Finnish into English. After that, Carlota Alcantar in the UK collected texts related to the tourism sectors, hotels, travel agencies and language training schools to create an English Tourism Corpus of about 38,000 words in 2007. She summarized 421 words and phrases commonly used in tourism texts to guide teachers in tourism colleges to teach tourism vocabulary effectively. The third famous parallel corpus of tourism resources is the Kyoto Tourism Resources Corpus constructed by Kiyomi in Japan. In China, some related corpora have been built step by step as well. For instance, the bilingual corpus of tourism resources constructed by the Hong Kong Polytechnic University, the parallel corpus of tourism resources in Shandong, the bilingual corpus of tour guide commentaries in Hebei, the Guizhou and Xinjiang bilingual external propaganda corpora, etc. It can be clearly seen that these regional purpose-specific parallel corpora have efficiently advertised the unique local tourism resources and enhanced its brand level and impact.

Among the tourism resources, the red cultural tourism industry, an emerging hotspot, is triggering an ever-increasing popularity in recent years. Current foreign language research on the red cultural tourism industry is mainly focused in China. The red cultural tourism industry related studies are largely about the Chinese-English translation in the perspectives of Eco-translatology, communication science, functionalist and cross-culture communication, while only limited literature can be found on its corpus. To be specific, in 2014, ZHU Peiyong and ZOU Yanjing were the first to propose the idea of building a parallel corpus for the red cultural tourism industry. In their published paper named "The Construction of the English-Chinese Parallel Corpus for Red Tourism in Ganan", they discussed the necessity of building such a corpus and the specific ways of its implementation, which laid the foundation for subsequent researches on this topic [2]. In the next year, Wang Yadong proposed the principles for the construction and application of an English-Chinese parallel corpus of the red culture [3]. In the meanwhile, Deng Xiaoyu, with his comrades, was working on a similar project. They published two related papers in 2015 and 2017, named "A Study on the Corpus-based Linguistic Analysis of Red Tourism Texts" [4] and "A Study on the Corpus-based Translation of Red Tourism Texts from the Perspective of Functional Equivalence Theory" [5] respectively, which closely paid attention to corpus-based translation of red tourism texts. Subsequently, DENG Yun took a study on "Construction and Teaching Research of the English-Chinese Corpus of Red Tourism Resources in Jiangxi" [6] and published a paper with the same theme in 2016. As the time went by, more scholars began to try this pattern, such as WEI Li, who applied a comparable parallel corpus to Anhui Province two years later, elaborated the building steps and its necessities in terms of external propaganda, corpus research and translation teaching [7]. In 2020, CHEN Jianming and WANG Zhao collaborated to share their experience of building a red tourism resources corpus in the Hexi Corridor [8], while WU Lihua stated her relevant construction concept in Dabie Mountain Red Resources Chinese-English Parallel Corpus [9]. On the other hand, XU Rui, ZHANG Taicheng took the Jinggang Mountains as an example, conducted a corpus-based study of the stylistic features of the tourism English about the Chinese Revolution [10]. Compared to one paper published a year before, there has been an obvious increase in this research field in 2021, the 100th anniversary of the founding of the Communist Party of China. The researchers were focused on the field of Chinese-English parallel corpus construction and corpus-based text analysis, including figure analysis and translation analysis, like ZHAO Yu and WANG Wei in Shanxi [11], ZHANG Yan and YANG Shiyi in Guangzhou [12,13], GUAN Shuhong in Gansu [14], and LIU Yuan

in Nanchang [15, 16]. What should be mentioned is ZHANG Yan and YANG Shiyi, their colleagues were the first to concentrate on the topic in Guangzhou. They cooperated with Guangdong Revolutionary History Museum and Memorial of the Original Site of Huangpu Military Academy, stressed the countermeasures of the digitalization of Guangdong revolutionary-themed tourism publicity according to the status quo.

According to the literature review of red cultural tourism corpus mentioned above, the relevant research situation can be seen clearly. In terms of quantity, from 2014 to 2020, a total of eight relevant papers were published in open journals, with an average of only one relevant study being published each year. In 2021, the number of journals and conference papers increased, but to only six in total. From the content of these 14 papers, only 9 of them are related to the construction of a parallel corpus of red cultural tourism, while the others are all about the corpus linguistics in the field of red culture. From the perspective of corpus language, the Chinese-English parallel corpus are common, while there is a lack of corpus construction in Japanese. From the standpoint of the corpus content region, the scope of studies that have started to build or conceptualize the design model of the corpus is mainly concentrated in the areas of Jiangxi, Anhui, Henan province etc. These local purpose-specific parallel corpora will be able to efficiently promote the distinctive local tourism resources, hence increasing the brand's visibility and influence, whereas the construction and study of a parallel corpus for the red cultural tourism industry in Guangzhou is still in the initial stage.

### **III. CONSTRUCTION OF THE CORPUS**

#### **3.1. Construction Methods**

The construction of the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus meets the needs of the times and society, responds to the development demand of the academic community, updates latest resources to the corpus research, and creates new perspectives and platforms for translation teaching. The research objective of this project is to complete the construction of a Chinese-English-Japanese Parallel Corpus of Guangzhou's Red Culture and Tourism and apply it to Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research for the purpose of promoting red culture heritage, serving the "Great External Propaganda". The main research methods include literature analysis, field research, quantitative analysis and analytic induction. To be precise, literature analysis and field research is done to visit the selected 19 national red tourism scenic spots in Guangzhou to collect relevant linguistic data by sorting and classifying literature, while quantitative analysis is used in indexing corpus terms and reference words, calculating word frequency, taking t-value and Chi-squared test. And by means of analytic induction, the Chinese, English and Japanese texts of the corpus are analyzed and summarized at the lexical and syntactic levels of data.

### 3.2. The Construction Content and Procedure

The study focuses on the following four parts, as shown in Figure 1.

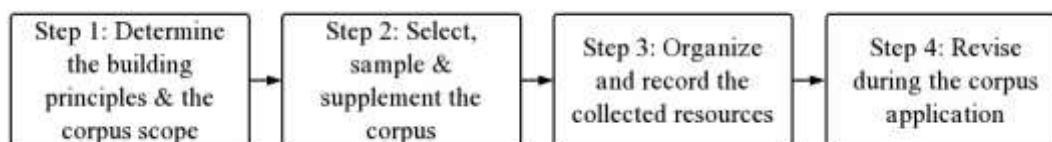


Figure 1: Construction Procedure

The first step is to determine the building principles and the corpus scope. In order to ensure the content is clear and rich, and the technical operation simple and correct, clear classification and structure are required. Therefore, it is important to decide the building principles of this Parallel Chinese-English-Japanese Corpus at the beginning. Until now, there have been few industrial and technical policies related to the corpus, but the following two are common at present. The first one is the national standard "General Principles and Methods for Building a Terminology Corpus" (Standard No. GB/T 13725-2001) made by the China Standards Research Center, which was released in November 2001 and formally implemented on June 1, 2002. This standard specifies the general principles and methods for building a terminology corpus. It is applicable to the research, development, maintenance and related management of the corpus. "The General Technical Specification of the Corpus", published by China Translators Association of China (TAC) at the TAC Annual conference 2018 on November 19, 2018, is another principle worth mentioning. It provides a reference basis and standards for corpus building, scientific evaluation, and promoting application in translation, language services, academic research and other related fields.

In the meanwhile, since the red cultural resources in Guangzhou are vast but the corpus is a small-sized one, the principle of "representativeness", "topicality" and "practicality" should be obeyed to when collecting the corpus data. As a result, this project plans to select 19 national red tourism scenic spots in Guangzhou (6 classic ones and 13 A-class ones) for the scope of aimed corpus, according to the "Guangzhou Red Culture Heritage Promotion Demonstration Area Development Plan (2021-2025)".

The second step is to select, sample and supplement the corpus to ensure the credibility. The corpus is selected from the official publications (such as the introduction manuals and periodicals of scenic spots), the official websites, the signs of scenic spots and other introductory texts. For the collected corpus, it should be selected and sampled, so as to remove the false data, keep the correct one, and ensure the timeliness and correctness. For the missing corpus, especially as the Japanese corpus is limited, it should be supplemented and improved. For the corpus with incomplete translations, mistranslations or no corresponding translations, it should be re-translated and proofread.

Terminology translation is unavoidable during the corpus translation. As it is related to terminology consistency and translation quality, it plays a key role in construction of the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus. Terminology translation should follow the full translation strategy system and the external propaganda principle. The former is the first-level strategy category, including second-level strategy system of direct translation, meaning translation and direct translation with meaning, and its basic requirement is accurate conversion of the conceptual connotation of terms. The latter is “Close to reality, close to daily life, and close to mass” which need to be complied with in order to guarantee the translation quality of red culture and revolutionary spirit.

The third step is to organize and record the collected resources for the construction of the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus. Being composed of several sub-corpora by region, type or chronology, the proposed two-million-word corpus can be used for red culture propaganda in Guangzhou.

In a major project of the National Philosophical and Social Science Program “Establishment and Processing of Large-scale English-Chinese Parallel Corpus” hosted by Prof. Wang Kefei of Beijing Foreign Studies University, it was suggested that “In order to enhance the openness of the corpus, given that the syntactic and semantic annotation technology are still immature, only lexical annotation should be applied and the corpus should be saved in a common translation memory format to facilitate communication.” The standards of this corpus also apply to this technical principle, and the corpus is divided into words and annotated.

The collected corpus is collated and processed, converted into plain text, punctuated with English punctuation marks to facilitate corpus alignment and information retrieval, and the documents are denoised with the tool Emeditor. After that, the tool Paraconc is used for independent alignment, while manual review and proofreading are performed to improve the accuracy of corpus alignment.

The automatic generation of the thesaurus should be taken as the main component and technical goal on this stage. On the one hand, the aligned Chinese-English-Japanese parallel texts can be imported into the database to automatically generate the basic terminology list, by drawing on the Google neural network translation system or CAT machine-assisted translation software such as Trados and Yashin in the process of building the corpus, or by creating and generating steps with the help of the terminology database of the online assisted translation system MemoQ. On the other hand, natural language processing or corpus technology can also be used with human intervention to automatically extract relevant terms and proper nouns with accuracy and consistency.

The last step is to revise during the corpus application. The established Chinese-English-Japanese parallel corpus can be applied to teaching as well as academic research in language, culture and translation to support Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research, during which the database can be revised in response to the using problems.

#### **IV. THE APPLICATION AND SIGNIFICANCE OF THE CORPUS**

Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus can be used in various aspects. In terms of political significance, the manifests red culture and revolutionary spirit, and clearly shows the profound connotation, spiritual qualities and contemporary characteristics of red culture advancement, which provides strong supports for patriotic education, ideological and moral construction, and revolutionary tradition education. It is a meaningful project to tell the Chinese story well and go global.

From the viewpoint of academic value, there are very few special-purpose bilingual parallel corpora in the world that are purposely built for a specific subject or a certain regional characteristic. The construction of the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus responds to the call of the academic community for corpus development. It not only contributes a new perspective for translation scientific research, discipline construction and talent training, but also provides a practical platform for specialized academic and teaching research on language, culture and dictionary compilation. At the same time, it adds new resources for the new development of the corpus, and the Chinese-English-Japanese trilingual corpus marked in the process of establishment can provide a good model and reference for future translation projects of red resources, as well as the establishment of a larger parallel corpus. Thirdly, it can be applied to machine translation and text translation by taking advantage of data processing to improve the processing efficiency and translation accuracy of relevant translations.

In terms of economic application value, the construction of the Guangzhou Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus can effectively standardize the construction of Red Culture Heritage Promotion Demonstration Area by improving the accuracy, standardization and uniformity of the translated content of Guangzhou's red tourist attractions. In that case, the brand and the popularity of cultural tourism in Guangzhou will be upgraded, which attracts potential domestic and foreign tourists, and promotes economic development.

#### **V. CONCLUSION**

The construction and research of a parallel corpus for the red cultural tourism industry in Guangzhou is still at beginning. This project creates a trilingual corpus instead of the previous bilingual corpus research, and widens the corpus scope. It builds a standardized parallel corpus of Guangzhou's red culture and tourism industry in Chinese, English and Japanese through literature analysis, field research, quantitative analysis and analytic induction, and applies to Guangzhou High-standard Construction of Red Culture Heritage Promotion Demonstration Area Research. This is not only a positive response to the overall development plan of the country, but also a practical need to meet the trend of the times, which has important theoretical significance and application value.

## ACKNOWLEDGEMENTS

This research was supported by “The Construction and Application of Greater Bay Area Red Cultural Tourism Industry Chinese-English-Japanese Parallel Corpus”, Guangdong Youth Innovation Talents Project of General Universities. Project Number: 2021WQNCX102.

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