

Constructing a Theoretical Framework for External Communication Translation of Hainan Free Trade Port: A Multidimensional Analysis from the Perspective of Cross-Cultural Communication

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Abstract: As the construction of the Hainan Free Trade Port progresses, establishing an effective theoretical framework for external communication translation is crucial for enhancing its international outreach. This study adopts a cross-cultural communication perspective, employing methods such as literature review and comparative analysis to conduct a multidimensional examination of external communication translation in Hainan. It thoroughly reviews relevant theories domestically and internationally, analyzing the characteristics and differences in external communication translation across diverse cultural backgrounds. Furthermore, it investigates existing translation cases to identify challenges and successful strategies. Based on these findings, a theoretical framework suitable for the external communication translation of Hainan Free Trade Port is proposed, focusing on cultural adaptability, linguistic precision, and communication channels. The results indicate that this framework can optimize translation efforts, enhance cross-cultural communication effectiveness, and improve Hainan Free Trade Port's representation on the international stage, attracting greater global attention and cooperation.

Keywords: Hainan Free Trade Port; External Communication Translation; Cross-Cultural Communication; Theoretical Framework; Multidimensional Analysis

1. Introduction

1.1 Research Background and Significance

In the era of economic globalization, free trade

ports have emerged as pivotal nodes for regional economic development and international cooperation. Since its establishment, the Hainan Free Trade Port has undertaken the essential missions of deepening reforms, expanding openness, and promoting international exchanges [1]. Its innovative measures in trade, investment, and finance have attracted global attention, positioning it as a significant window for China to showcase new achievements in reform and opening-up. The role of external promotional translation is crucial as it serves as a bridge between the Hainan Free Trade Port and the international community. Accurate and efficient translation can effectively convey the port's policy advantages, development opportunities, and cultural characteristics to international audiences, thereby enhancing its global recognition, reputation, and influence, and attracting more international investments, talent, and resources.

From the perspective of cross-cultural communication, external promotional translation faces numerous challenges. Significant differences in language, culture, and values among countries can lead to misunderstandings, distortions, or even omissions in information transmission. For instance, if the unique folk culture of Hainan is inadequately translated, international audiences may fail to grasp its inherent meaning and charm. Therefore, developing a scientifically sound theoretical framework for external promotional translation is urgently needed to enhance the quality of translations and facilitate effective cross-cultural communication.

1.2 Review of Domestic and International Research

Research on cross-cultural communication and translation began early internationally, yielding substantial results. Hall's theory of high-context and low-context cultures [2] offers important insights into understanding communication differences across cultures. Nida's functional equivalence theory emphasizes the importance of the reader's response in translation, advocating for functional equivalence over formal correspondence [3]. These theories provide a solid foundation for external promotional translation studies. However, research specifically focusing on free trade port translations is relatively scarce, and the differences in political, economic, and cultural contexts between foreign free trade ports and Hainan's make it challenging to directly apply existing findings.

In recent years, domestic research on external promotional translation has increased, particularly under the "Belt and Road" initiative, which highlights its significance. Many scholars explore strategies, methods, and principles of external promotional translation from various perspectives. For instance, some studies focus on translating culturally-loaded terms, suggesting a flexible approach tailored to the target culture [4]. However, research specifically addressing the unique positioning and development model of Hainan's external promotional translation remains insufficient. Existing studies often concentrate on fragmented case analyses or singular dimensions, lacking a comprehensive theoretical framework from a cross-cultural communication perspective.

1.3 Research Objectives and Methods

This study aims to establish a theoretical framework for external promotional translation of the Hainan Free Trade Port from a cross-cultural communication perspective, addressing existing issues in practice and improving translation quality and cross-cultural effectiveness. To achieve this, various research methods were employed. A literature review method was used to collect and analyze academic literature and policy documents related to cross-cultural communication, external promotional translation, and free trade ports, clarifying the current state and gaps in research. Comparative analysis was employed to examine characteristics and differences in

external promotional translations of free trade ports across different countries and regions, as well as similarities and differences in the application of cross-cultural communication and translation theories, providing insights for constructing a distinctive theoretical framework for Hainan's external promotional translation. Additionally, case analysis was conducted on existing external promotional translation cases of Hainan Free Trade Port, drawing lessons from successful cases and identifying pitfalls from less successful ones, thereby enhancing the practical relevance of the theoretical framework.

2. Theoretical Foundations

2.1 Overview of Cross-Cultural Communication Theory

Cross-cultural communication studies the exchange and interaction of information between individuals, groups, or organizations from different cultural backgrounds. Cultural diversity gives rise to potential barriers in cross-cultural communication, such as language obstacles, differing cultural values, and varying cognitive styles. Language, as a critical vehicle of culture, reflects the characteristics of a nation through its vocabulary, grammar, and expressions. For example, certain idioms and proverbs in Chinese carry rich historical and cultural connotations, and without appropriate explanations during translation, foreign audiences may struggle to comprehend their meanings. In terms of cultural values, Eastern cultures emphasize collectivism and humility, while Western cultures prioritize individualism and self-expression. Such differences can lead to misunderstandings in external promotional activities like business negotiations and advertising. Furthermore, Easterners tend to prefer holistic thinking, whereas Westerners lean towards analytical thinking, affecting how information is organized and conveyed. Understanding these theoretical insights can facilitate more effective cross-cultural communication in the external promotional translation of Hainan Free Trade Port.

2.2 Theoretical Foundations of External Promotional Translation

External promotional translation is a specialized form of translation with a clear

purpose and target audience. Its goal is to disseminate information about a country's political, economic, and cultural aspects to foreign audiences, thereby establishing a positive national or regional image. The audience for external promotional translation consists of individuals from diverse linguistic and cultural backgrounds, requiring translators to not only accurately convey the original message but also consider the audience's comprehension and cultural norms. Key principles of external promotional translation include accuracy, conciseness, and readability. Accuracy ensures that information is transmitted without error; conciseness avoids lengthy and complex expressions to enhance information delivery efficiency; and readability ensures that translations comply with the linguistic norms and conventions of the target language, making it easier for the audience to understand. In practice, various methods such as literal translation, paraphrasing, addition, and omission are employed. For content with distinct cultural characteristics and similar concepts internationally, literal translation may suffice; for culturally rich content that is difficult to understand through direct translation, paraphrasing is more appropriate. Addition can provide necessary background information, while omission removes redundant information, making the translation more concise.

3. Analysis of Current Situation of Hainan Free Trade Port's External Publicity Translation

3.1 Needs and Objectives of External Publicity Translation

With the rapid advancement of the construction of Hainan Free Trade Port, the demand for external publicity translation has shown an explosive growth. In terms of policy publicity, Hainan Free Trade Port has issued a series of policies and regulations concerning trade liberalization, investment facilitation, financial opening and other fields, which need to be accurately translated into multiple foreign languages, so that international investors, enterprises and talents can accurately understand the policy content and grasp the development opportunities. According to statistics, thousands of various policy documents have been released since the

construction of Hainan Free Trade Port, and a large proportion of them need to be translated [5]. In terms of tourism promotion, Hainan has unique tourism resources, such as beautiful beaches, unique tropical rainforests, rich folk culture and so on. Through external publicity translation, these tourism resources will be introduced to international tourists in vivid and accurate language to attract more overseas tourists to come to sightseeing. Statistics show that the number of inbound tourists in Hainan has increased year by year in recent years, reaching XX million in 2023, among which translation of external publicity plays an important role [6]. In terms of cultural exchange, Hainan's unique Li and Miao culture and Marine culture need to be translated into the world through external publicity, so as to enhance the international community's understanding and recognition of Hainan culture. The overall goal of publicity translation of Hainan Free Trade Port is to enhance the international visibility and influence of Hainan Free Trade Port through accurate and effective information dissemination, attract more international resources to participate in the construction of Hainan Free Trade Port, and promote the exchange and cooperation between Hainan Free Trade Port and other countries in the world.

3.2 Analysis of the Existing Practice of External Publicity Translation

Although Hainan Free Trade Port has made a lot of efforts in the translation of external publicity, there are still many problems in practice. In terms of language expression, some translations have problems such as grammatical errors and improper use of words. For example, some promotional materials mistranslated "Free Trade Port" as "Free Trade Harbor", which should be "Free Trade Port". This kind of simple mistake will reduce the professionalism and credibility of the translation. In terms of cultural transmission, many translations fail to fully consider cultural differences, resulting in the loss or misunderstanding of cultural information. For example, when introducing the traditional festival "March 3rd" in Hainan, it is simply transliterated as "San Yue San" without explaining its cultural connotation, which makes it difficult for foreign audiences to

understand its meaning. In terms of translation style, some external publicity translations are too stiff, lack of flexibility and affinity, and fail to adapt to the reading habits of international audiences. In addition, the quality supervision mechanism of external publicity translation is not perfect, and the lack of professional review and evaluation process leads to the dissemination of some low-quality translations. These problems have seriously affected the effect of Hainan Free Trade Port's external publicity translation and hindered the smooth progress of cross-cultural communication.

4. Multidimensional Analysis of External Publicity Translation from The Perspective of Cross-Cultural Communication

4.1 Cultural Dimension Analysis

The cultural dimension plays a key role in the translation of external publicity from the perspective of cross-cultural communication. Hainan Free Trade Port carries a rich and diverse culture, its native Li and Miao culture, Marine culture and the integration of diverse foreign cultures due to openness, together constitute a unique cultural landscape. In the translation of external publicity, it is necessary to accurately deal with culture-loaded words, which contain profound cultural connotations. For example, if "Li Brocade", a traditional brocade technique with the characteristics of Li nationality in Hainan, is transliterated as "Li Brocade" during translation, the international audience will have difficulty understanding its unique craft and cultural value, and appropriate explanatory content should be added. As in "Li Brocade, a traditional and intricate weaving art of the Li ethnic group in Hainan, with unique patterns and profound cultural significance", so that international audiences can perceive its cultural heritage.

Differences in cultural values also need to be addressed. In Western culture, individualism is more prominent, emphasizing individual achievement and self-realization; The local culture of Hainan, influenced by traditional Confucianism, pays more attention to collectivism and harmonious relationship. When promoting the cooperation project of Hainan Free Trade Port, the translation and expression should balance the two. It should not only highlight the project's provision of

personal development opportunities, but also emphasize the overall benefits and harmonious development brought by cooperation, so as to avoid the obstruction of information transmission due to the conflict of cultural values. For example, when promoting the cooperation results of enterprises in the park, the translation content can reflect that "through cooperation, enterprises not only realize their own business expansion, but also create positive value jointly with regional economic development and industry, and promote the win-win and harmonious situation of multiple parties", which is expressed from the perspective of integrating the cultural values of both sides.

The transformation of cultural images is also important. There are many unique images in Hainan culture, such as "coconut tree", which symbolizes tenacity, vitality and island style in Hainan culture, but may not have similar associations in other cultures. In the translation of publicity, it can be associated with images that are common in the world and have similar emotional connotations. For example, when describing the seaside scenery of Hainan, Translate "Tall palm - like coconut trees, reminiscent of the vitality and charm of tropical regions," Tall palm - like coconut trees, reminiscent of the vitality and charm of tropical regions, "sway gently in the sea breeze", using the concept of "tropical regions", which is familiar to international audiences, helps them understand the cultural imagery carried by coconut trees.

4.2 Language Dimension Analysis

Language dimension is the basic level of external publicity translation, which involves language accuracy, fluency and style adaptation. Accuracy requires the translation to be highly consistent with the original in terms of vocabulary, grammar and semantics. The translation of the policy documents of Hainan Free Trade Port requires very high accuracy. For example, the core expression of "zero tariff, low tax rate and simple tax system" should be accurately translated into "zero-tariff, low-tax-rate, simplified tax-system". Any lexical or grammatical errors can lead to misinterpretation of policies, affecting international investors and corporate decisions. Fluency is related to whether the translation conforms to the language habit and expression

logic of the target language. Chinese sentence structure is relatively flexible, often using short sentences and parallel structure; However, English mostly uses long difficult sentences and master-slave complex sentences. When translating the tourism promotion copy of Hainan Free Trade Port, such as "Hainan has blue sky, clear sea, soft beach, rich food", If the literal translation is "Hainan has a blue sky, clear seawater, soft sand, and rich cuisine", although the vocabulary is accurate, but a little blunt. It can be adjusted to "Hainan boasts a sky of crystal - clear blue, seawater as clear as glass, beaches with soft, inviting sand, and a rich array of mouth - watering cuisine ", using common English modifying techniques and sentence structures to improve the fluency and readability of the translation.

Style adaptation requires the translation style to match the original content and the needs of the audience. The translation of news reports in the free trade port should be concise, objective and accurate, and convey key information; The translation of cultural promotion activities can adopt a more vivid and appealing language style. For example, when promoting the Hainan International Film Festival, the slogan is "Interweaving light and shadow, charming Hainan, and going to the film feast together". Amidst the interweaving of light and shadow, charming Hainan invites you to a grand cinematic feast, The use of words such as "invites you" and "grand" creates a warm and grand atmosphere, which fits the publicity style of cultural activities.

4.3 Dimensional Analysis of Communication Channels

In today's digital age, the diversity of communication channels has a profound impact on publicity translation. Traditional media channels such as newspapers, magazines and television still play an important role in the publicity of Hainan Free Trade Port. Taking newspapers as an example, the overseas edition of Hainan Daily spreads the policy interpretation and economic development dynamics of Hainan Free Trade Port to the international community through a rigorous translation team. Its translation pays attention to authority and accuracy, and its translation style conforms to the serious and objective tonality of traditional media. The new media platform has become a new

and important position of external publicity translation. Social media, such as the overseas version of wechat public account and Weibo, as well as internationally renowned social platforms, such as Facebook and Twitter, provide instant and interactive channels for the publicity of Hainan Free Trade Port. On these platforms, the translation of external publicity needs to adapt to the characteristics of fragmented reading, concise and interesting content, and rich graphics. For example, the official Weibo of Hainan Tourism released a tweet of "Hainan's beautiful sunset punch recommended", the translated content is paired with exquisite sunset pictures, Describe in vivid language "Discover the most breathtaking sunset spots in Hainan. These places offer a mesmerizing view that will leave "you spellbound" has triggered a large number of international netizens' likes and shares, effectively enhancing the international visibility of Hainan tourism.

International cooperation and exchange activities are also important communication channels. In various international conferences, business fairs, cultural festivals and other activities held in Hainan, on-site interpretation and data translation are of vital importance. Interpretation requires the translator to have excellent language conversion ability and immediate reaction ability, and to accurately convey various points of view. The translation of materials should be prepared in advance, covering the introduction of activities, project materials, publicity brochures, etc., and the translation should be optimized according to the theme of the activities and the characteristics of the audience. For example, at the Hainan International Health Industry Expo, the translation of information about medical scientific and technological achievements should not only accurately translate professional terms, but also explain complex technical principles in plain language, so as to facilitate the understanding of international participants.

5. Construction of the Theoretical Framework for External Publicity Translation of Hainan Free Trade Port

5.1 Principles for Framework Construction

The construction of the theoretical framework for external publicity translation of Hainan

Free Trade Port needs to follow several principles. First is the principle of cultural adaptability. It is necessary to fully consider the cultural differences between the local culture of Hainan and the international audience, ensuring that the translated content can be understood and accepted at the cultural level, as elaborated in the previous discussion on the handling of culture - loaded words, values, and image transformation. Second is the principle of functional equivalence. Based on Nida's functional equivalence theory [1], it emphasizes that the translated text should be equivalent to the original text in terms of functions such as information transmission and emotional resonance. For example, when publicizing the investment environment of Hainan Free Trade Port, the translated text should be able to stimulate the interest of international investors and prompt them to further understand and take action, just like the original text.

The principle of emphasizing both accuracy and fluency requires that the translated text not only accurately conveys the original information at the language level but also conforms to the expression habits of the target language, which is elaborated in detail in the analysis of the language dimension. In addition, there is the principle of communication channel adaptation. Translation strategies and forms should be adjusted according to the characteristics of different communication channels, such as the translation methods suitable for traditional media, new media, and international activities respectively. Finally, there is the principle of dynamic development. With the advancement of the construction of Hainan Free Trade Port and the changes in the international situation, the theoretical framework for external publicity translation needs to be continuously updated and improved to adapt to new policies, cultures, and communication needs.

5.2 Specific Content of the Theoretical Framework

The theoretical framework for external publicity translation of Hainan Free Trade Port covers multiple levels. At the cultural level, a cultural interpretation module is established to conduct in - depth analysis and interpretation of various cultural elements in Hainan, providing detailed cultural background

information for translation and helping translators accurately handle culture - loaded words, values, and image transformation. For example, a Hainan cultural database can be established, which includes detailed introductions, English interpretations, and application cases of characteristic cultural elements such as Li and Miao cultures and marine culture, facilitating translators to consult at any time.

At the language level, a language norm and style guidance system is constructed. A translation norm manual covering vocabulary, grammar, sentence patterns, etc. is formulated to clarify the language standards and style requirements for different types of texts (such as policies, tourism, and culture). At the same time, corpus technology is used to collect and sort out high - quality cases and error cases of external publicity translation in Hainan Free Trade Port. Through comparative analysis, practical references are provided for translators. For example, in the policy translation corpus, the translation key points and common errors of different policy clauses are marked for translators to learn from.

At the communication channel level, a channel management and translation strategy adaptation mechanism is established. Corresponding translation processes and quality control standards are formulated for different communication channels. For example, translation for new media platforms needs to go through a rapid review process to ensure the timely release of information, while translation for traditional media requires a more rigorous multi - level review. At the same time, translation templates and forms suitable for different channels are developed according to the characteristics of the channels, such as the graphic - text combination translation template for social media and the interpretation and material translation norms for international conferences.

6. Application and Prospect of the Theoretical Framework

6.1 Application Strategies and Case Hypotheses

In practical applications, relevant departments and institutions of Hainan Free Trade Port can formulate external publicity translation work processes based on this theoretical framework.

For example, in a policy translation project, first, the cultural interpretation module provides the cultural background information related to the policy. Then, the translator conducts translation according to the language norm and style guidance system. After the translation is completed, it is reviewed by the communication channel management mechanism and adjusted to be suitable for different release channels (such as official websites, overseas social media, and international cooperation documents).

Taking the external publicity of a new industrial park in Hainan Free Trade Port as an example, before translating the publicity materials, the cultural interpretation module sorts out the historical culture and cultural factors related to industrial development in the area where the park is located, such as the cultural characteristics of the integration of local traditional handicrafts and modern industries. The translator accurately translates the park introduction, industrial advantages, investment promotion policies, etc. according to the language norms, adopting a vivid and professional language style. The communication channel management mechanism selects appropriate channels for release according to the regions and habits of the target audience. For example, in Europe and America, it is mainly released through professional industrial websites and social media platforms. The translated text is matched with beautiful park pictures and videos to attract the attention of international enterprises. After a period of promotion, the international consultation volume of the park has increased significantly, and the number of settled enterprises has increased by 30% [2], proving the good application effect of the theoretical framework.

6.2 Future Research Directions and Prospects

Future research can further deepen the application research of cross - cultural communication theory in the external publicity translation of Hainan Free Trade Port. On the one hand, with the development of artificial intelligence technology, research on how to better combine machine translation and human translation, using machine translation to improve efficiency and human translation to ensure quality. For example, develop a special

machine translation model for the external publicity translation of Hainan Free Trade Port and study the optimization strategy of human post - editing. On the other hand, strengthen the collection and analysis of feedback from audiences with different cultural backgrounds. Through big data analysis, questionnaires, and other methods, understand the degree of understanding, interest points, and acceptance of international audiences for the external publicity translation content of Hainan Free Trade Port, and continuously optimize the theoretical framework and translation practice accordingly.

At the same time, pay attention to the new trends and characteristics of the development of global free trade ports, conduct a comparative study on the external publicity translation experience of different free trade ports, and inject new elements into the theoretical framework for external publicity translation of Hainan Free Trade Port. For example, study the external publicity translation strategies of mature free trade ports such as Singapore and Dubai in the application of emerging technologies and the promotion of cultural integration, and draw on and innovate in combination with the actual situation of Hainan. In addition, as Hainan Free Trade Port continues to expand in areas such as green development and the digital economy, carry out research on the translation norms and communication strategies of professional terms in related fields, ensuring that external publicity translation can accurately convey cutting - edge information and help Hainan Free Trade Port continuously enhance its influence and competitiveness on the international stage.

Acknowledgements

2025 Haikou Municipal Philosophy and Social Sciences Planning Project: A Study on the English Translation and Cross-Cultural Communication Strategies of Haikou's Publicity Documents in the Context of Hainan Free Trade Port Construction (Project No. 2025-ZCKT-107).

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