

Construction of the "Three Major Orientations" Discourse System in Guangxi: Research on Foreign Language Translation and Dissemination

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Abstract: This article focuses on the construction of the discourse system of Guangxi's "three major positioning" and its translation and dissemination of foreign books. On the basis of reviewing the academic history and trends of relevant research at home and abroad, analyze the current situation of the dissemination of the discourse of Guangxi's "three major positioning" and the limitations of related research. Clarify the research focus, including constructing a scientific discourse system oriented towards communication, conducting innovative research on English translation for differentiated audiences abroad, and studying the effectiveness of international communication based on text mining. the aim is to strengthen the external translation and dissemination of Guangxi's "three major positioning" discourse system through these studies, tell Guangxi's story well, and explore effective communication paths.

Keywords: Guangxi's Three Major Orientations; Discourse System Construction; Translation and Dissemination of Foreign Books

1. Introduction

During the 2015 "Two Sessions", General Secretary Xi Jinping pointed out the "three major positioning" for the economic and social development of Guangxi during his participation in the deliberation of the Guangxi delegation, which is to leverage Guangxi's unique advantages of being adjacent to ASEAN countries by land and sea, build an international corridor facing ASEAN, create a new strategic pivot for open development in the southwest, central and southern regions, and form an important gateway for the organic connection between the 21st Century Maritime Silk Road and the Silk Road Economic Belt. These "three major positioning" have brought new

opportunities and challenges to the development of Guangxi. With the promotion of the "the Belt and Road" initiative, Guangxi is playing an increasingly important role in it. Building the discourse system of Guangxi's "three orientations" and strengthening its translation and dissemination of foreign books is of great significance for showing the development achievements of Guangxi to the world and promoting international exchanges and cooperation. However, there are currently many shortcomings in related research, such as a lack of research results on discourse system construction, a single external publicity model, and limited coverage by foreign media. Therefore, it is urgent and necessary to conduct in-depth research on the construction of the discourse system of Guangxi's "three major positioning" and its translation and dissemination of foreign books.

2. Academic History Review and Research Trends of Related Research at Home and Abroad

2.1 The Thought of "Three Major Positions" and the Practice of "Three Major Positions" in Guangxi

The "Three Major Positions" proposed by General Secretary Xi Jinping for Guangxi are based on its unique geographical location and development potential. Guangxi is adjacent to ASEAN countries by land and sea, and has a natural advantage in building an international corridor. By strengthening the construction of transportation infrastructure, Guangxi can better connect China with ASEAN countries, promote trade and personnel exchanges. Creating a new strategic pivot for open development in the southwest, central and southern regions will help Guangxi integrate regional resources and drive the development of surrounding areas. To form an important gateway for the organic connection between the 21st Century Maritime Silk Road

and the Silk Road Economic Belt will enable Guangxi to play a key role in the "the Belt and Road" initiative and promote the joint development of land and sea. In practice, Guangxi actively responds to the "three major positioning" and has introduced a series of policies and measures to promote the construction and development of related projects.

2.2 Current Status of Domestic and International Dissemination of Guangxi's "Three Major Positions" Discourse

In China, more than 30 mainstream media outlets have published over 100 news reports on the theme of Guangxi's "three major positioning". For example, Guangxi Daily reported on the speech of the leaders of the autonomous region on implementing the mission of "three major positioning" at the Open Development Conference; Xinhua Daily Telegraph published a full page special report introducing the opportunities and achievements of Guangxi in grasping the "three major strategic positioning". Guangxi News Network, Guangxi People's Daily Online, and official websites of relevant national departments have also launched relevant special reports, comprehensively introducing Guangxi's new ideas, measures, achievements, and highlights in the practice of the "three major positioning". However, in terms of international communication, there is extremely limited access to relevant reports from foreign media, indicating that there is still significant room for improvement in the dissemination of Guangxi's "three major positioning" discourse internationally.

2.3 Research Trends on Local Characteristic Discourse System

With more and more provinces, districts and cities participating in the "the Belt and Road" initiative, the construction of the discourse system with local characteristics and the study of translation and communication have attracted great attention from the academic community. Domestic scholars such as Ye Xiaowen pointed out that the construction of a discourse system with Chinese (local) characteristics should highlight the great practices and rich connotations of each region, and should not speak for itself. It should draw on the social trends and mainstream discourse of the outside world. Western scholars Even Zohar, Nord, Williams, and others believe that building a

distinctive discourse system should take a combination of localization and internationalization, addressing issues such as national identity, international understanding, and preventing the loss of cultural elements. Hermans Scholars such as Fan Yong, Yu Qiuping, Ding Jie, and Dou Weilin suggest starting from the key words of ethnic core discourse to construct and translate an ethnic discourse system, and applying a combination of quantitative and qualitative research methods to examine its translation and dissemination in English speaking countries.

2.4 Limitations of Related Research

At present, there are obvious limitations in the research related to Guangxi's "three major positioning". Firstly, there is a lack of research results on the construction of the discourse system of the "three major positioning", as well as a lack of overall planning and promotion oriented external publicity strategy thinking. the second issue is that foreign translation communication mainly adopts the "self centered" external publicity model, lacking the verification of discourse dissemination and reception effects from the audience side. Thirdly, there is limited coverage from foreign media, indicating that the international influence of Guangxi's "three major positioning" is still insufficient. Therefore, the academic community in Guangxi needs to strengthen external publicity guidance and explore effective communication channels.

3. Scientific Construction of the Discourse System of Guangxi's "Three Major Positioning" Oriented Towards Communication

3.1 Sort out and Classify Macro/Micro Layout Plans in Guangxi

Taking the "three major positioning" as the main line, carefully sort out the specific layout plan of Guangxi at the macro and micro levels. Classify these plans into three major series: building an international corridor facing ASEAN, creating a new strategic pivot for open development in the southwest, central and southern regions, and forming an important gateway for the organic connection between the 21st Century Maritime Silk Road and the Silk Road Economic Belt. For example, in the construction of international corridors, relevant plans such as transportation

infrastructure construction and logistics industry development should be sorted out; In terms of building strategic pivot points, we will sort out plans for industrial upgrading, regional cooperation, etc; In terms of forming important portals, we will sort out plans for trade exchanges, cultural exchanges, and other aspects. By classifying, linking, and integrating common discourse resources, a complete framework of discourse system is constructed.

3.2 Strengthen the Research, Interpretation, and Interpretation of Core Discourse

Adhere to the unity of reader needs and goal orientation, strengthen the research, interpretation, and interpretation of the core discourse of Guangxi's "three major positioning". Thoroughly analyze the connotation and extension of core discourse, combined with the actual development situation in Guangxi, and explain it in easy to understand language. For example, for the "international corridor", it is not only necessary to explain its transportation significance, but also to explain its promoting role in trade, cultural exchange, and other aspects. By deeply interpreting the core discourse, domestic and foreign audiences can better understand the significance and value of Guangxi's "three major positioning".

3.3 Exploring New Materials and Perspectives from Practice

Centered around ongoing projects, we explore new materials, discover new topics, propose new perspectives, and make new statements from the vivid practice of Guangxi's reform and opening up. For example, focusing on innovative practices in port construction, cross-border e-commerce, and other fields in Guangxi, summarizing the experience and achievements, and forming a discourse expression with Guangxi characteristics. Extracting theoretical knowledge, summarizing patterns, breaking through conventions, and scientifically constructing Guangxi's "three major positioning" external communication discourse system through the two-way interaction of theory and practice.

4. Innovative Research on English Translation of Differentiated Audience Discourse Expression in Foreign Countries

4.1 Study the Discourse Expression and

Reception Methods of Different Audiences

Translation is an important part of disseminating the discourse system of Guangxi's "three major positioning" to the outside world. the research group is committed to studying the discourse expression and reception methods of different audiences such as foreign journalists, scholars, ordinary netizens, and entrepreneurs. Different audiences have different needs and acceptance habits for information. For example, scholars tend to focus more on theoretical and academic content, while ordinary netizens tend to prefer concise and vivid expressions. By conducting in-depth research on the characteristics of different audiences, provide a basis for translating "packaging".

4.2 Innovative Discourse Expression Style

The characteristics of massive presentation and instant updating of Internet communication require language workers to stick to the reality of the audience and innovate the style of discourse expression. Enhance the sense of the times and attractiveness of discourse dissemination with excellent writing style and down-to-earth translation. For example, using vivid metaphors and examples in translation can make the translation easier to understand and accept. Adhere to the application of fresh language that varies from person to person, from situation to situation, from time to time, and from trend to new, and translate and package the discourse system of Guangxi's "three major positioning".

4.3 Effective Integration of Chinese and Foreign Discourse Systems

Strive to achieve effective integration of Chinese and foreign discourse systems, enhance discourse commonality, ideological consensus, and spiritual resonance. In the translation process, it is important to consider the cultural background and language habits of the target audience to avoid cultural misunderstandings. For example, when translating vocabulary with Chinese characteristics, appropriate translation methods should be used to enable foreign audiences to understand their meanings. By effectively connecting the discourse systems of China and foreign countries, the effectiveness of the "three major positioning" discourse system in external communication can be enhanced.

5 Research on the Effectiveness of

International Communication of the "Three Major Positions" Discourse System Based on Text Mining

5.1 Mining Core Discourse Translation Data from the "Translation Side"

The starting point of the research is to start from the "translation side" and explore the translation data of Guangxi's "three major positioning" core discourse (keywords) in foreign countries. Analyze these data, objectively describe their dissemination status, and identify the problems. For example, analyzing the translation situation and dissemination scope of core discourse in different countries and regions. By mining translation data, provide inspiration and basis for subsequent research.

5.2 Testing the Breadth and Validity of Dissemination from the Perspective of "Translation Side"

The endpoint of the study starts from the "translation side" and applies big data analysis methods to test the discourse system of Guangxi's "three major positioning" and the breadth and validity of the international dissemination of "our" translation. For example, analyzing the dissemination of Guangxi's "three major positioning" discourse in foreign books, news reports, social media and other channels, and evaluating its influence internationally. By testing the breadth and validity of communication, decision support and empirical evidence are provided for the revision of the "three major positioning" discourse system and the selection of external communication paths.

6. Conclusion

The "three major positioning" of Guangxi has brought new opportunities and challenges to its development. It is of great significance to construct the discourse system of Guangxi's "three major positioning" and strengthen its foreign language book translation and dissemination. At present, there are many shortcomings in relevant research, and it is necessary to strengthen the construction of discourse systems oriented towards communication, innovative research on English translation that connects with differentiated audiences abroad, and research on the effectiveness of international communication based on text mining. Through these studies, we can better show the development achievements

of Guangxi to the world, promote international exchanges and cooperation, and achieve greater development of Guangxi in the "the Belt and Road" initiative. In the future, further in-depth research is needed to continuously improve the construction and dissemination of Guangxi's "three major positioning" discourse system, and enhance its international influence.

The construction of the discourse system of Guangxi's "three major positioning" and the translation and dissemination of foreign books is a systematic project that requires the joint efforts of the government, academia, enterprises, and other parties. Only through continuous exploration and innovation can we better spread Guangxi's development concepts and practices to all parts of the world, and create a favorable international environment for Guangxi's development.

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