Original Paper

Analysis of Discourse Strategies in the Translation of China's Low-altitude Economy Policies from the Perspective of International Communication

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Abstract

With the rapid development of China's low-altitude economy, the international dissemination of its policy texts is crucial for attracting international cooperation and enhancing China's influence in this field. This paper focuses on the translation of China's low-altitude economy policies and conducts an in-depth analysis of the discourse strategies employed. First, the importance of international communication of China's low-altitude economy policies is outlined. Next, the characteristics of policy texts are examined, followed by a discussion of the discourse strategies used in the translation process, including audience orientation, cultural adaptability, information accuracy, and conciseness, illustrated with practical examples. The aim is to provide theoretical and practical references for improving the quality of the translation of China's low-altitude economy policies and enhancing the effectiveness of international communication.

Keywords

Policy texts, Low-altitude economy, Translation, Discourse strategies

1. Introduction

As an emerging economic form, the low-altitude economy demonstrates significant growth potential in China. It encompasses various fields such as general aviation and drone applications, playing an important role in promoting economic growth and facilitating industrial upgrading. With the acceleration of globalization, communication and cooperation between China's low-altitude economy and the international community are becoming increasingly frequent. Policy texts serve as vital carriers for conveying national industrial development orientations and support measures; thus, their accurate and effective translation is essential for attracting international investment, technological cooperation, and enhancing China's international discourse power in the low-altitude economy sector. However, given the professionalism, authority, and seriousness of policy texts, it is imperative to explore appropriate discourse strategies in the translation process to ensure that policy information is accurately conveyed and comprehensible to international audiences.

2. The Importance of International Communication of China's Low-altitude Economy Policies

2.1 Attracting International Investment and Cooperation

The development of the low-altitude economy requires substantial funding, advanced technology, and management experience. By accurately translating and effectively disseminating relevant policies, China can clearly showcase the development prospects, policy support, and market opportunities of its low-altitude economy to international investors and enterprises, thereby attracting their participation in Chinese low-altitude economy projects and promoting the inflow of international capital, technology, and talent, which in turn drives the internationalization of the industry. For instance, some international aviation manufacturing companies may consider establishing production bases or engaging in collaborative research and development projects in China after learning about the supportive policies for the general aviation industry.

2.2 Enhancing International Influence

As the scale of China's low-altitude economy continues to expand and technology advances, actively disseminating relevant policies can help enhance China's influence in the global low-altitude economy sector. When the international community gains a deeper understanding of the concepts and development paths behind China's policies, China will have more discourse power in formulating international low-altitude economy rules and standards, leading global low-altitude economic development towards a more sustainable and innovative direction.

2.3 Promoting Technological Exchange and Innovation

Accurate dissemination of policy texts can attract advanced low-altitude economy technologies and innovative ideas from around the world. Different countries possess unique advantages in the low-altitude economy field; through the international communication of policies, a bridge for technological exchange can be established, facilitating cooperation between domestic and foreign

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enterprises and research institutions, accelerating the research and promotion of new technologies and applications, and driving technological upgrades across the entire low-altitude economy industry.

3. Characteristics of China's Low-altitude Economy Policy Texts

3.1 High Professionalism

Low-altitude economy policies involve multiple professional fields, including aviation technology, airspace management, and industrial planning. They contain numerous specialized terms, such as "low-altitude airspace classification management," "general aviation airworthiness certification," and "drone flight control." These terms have specific professional connotations, and their meanings must be accurately grasped during translation to ensure the precision and standardization of the translated text within the professional field.

3.2 High Authority

Policy texts represent the will of the state and possess authority and seriousness. Their language is rigorous and standardized, with complete structure and logical coherence. During the translation process, it is essential to faithfully reflect the policy intent and essence of the original text, avoiding arbitrary additions, omissions, or distortions to maintain the authority and credibility of the policy.

3.3 Clear Guidance

Low-altitude economy policies aim to guide the direction of industrial development and promote the implementation of related projects. The texts explicitly outline development goals, key tasks, and support measures, demonstrating strong guidance. In translation, it is crucial to clearly convey these key messages, enabling international audiences to accurately understand China's development path and policy orientation in the low-altitude economy.

4. Discourse Strategies in the Translation of China's Low-altitude Economy Policies

4.1 Audience-oriented Strategy

Understanding Audience Needs and Background Before translation, it is essential to thoroughly research the cultural background, economic development level, industry status, and key concerns regarding low-altitude economy policies of the target audience. For instance, Western countries with developed aviation industries may focus more on aspects such as market access and intellectual property protection in Chinese policies, while some developing countries might be more interested in technical assistance and industrial support measures. The translation should highlight relevant key points according to the different needs of the audience.

Adjusting Language Style and Expression The language style of the translation should be adjusted according to the language habits and thinking patterns of the target audience. The original policy text is often formal and serious; thus, the translation can adopt more accessible and straightforward expressions to enhance readability. However, care must be taken not to undermine the authority of the policy while simplifying the language. For example, complex long sentences can be broken down into

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simpler sentences using common vocabulary and expressions. The original text, "为有效促进低空经济领域的多元化、可持续发展，各级政府应协同合作，建立健全长效机制，加强对相关项目的监督与管理," can be translated as, "To effectively promote the diversified and sustainable development of the low-altitude economy, governments at all levels should work together. They need to establish and improve long-term mechanisms and strengthen the supervision and management of relevant projects."

4.2 Cultural Adaptability Strategy

Avoiding Cultural Conflicts During the translation process, it is crucial to consider cultural differences to avoid miscommunication that could hinder the transmission of policy information. Some words or expressions may have different meanings in different cultures and should be handled with care. For policy expressions that are uniquely Chinese, appropriate translation methods should be employed. For example, the expression "因地制宜" should not be directly translated as "adjust measures to local conditions," but rather explained as "tailor policies according to local characteristics and actual situations" to facilitate better understanding by international audiences.

Incorporating Cultural Elements Without altering the original intent of the policy, appropriate cultural elements can be integrated into the translation to enhance its appeal and acceptance. For instance, when describing the vision for the development of the low-altitude economy, Western cultural imagery and expressions related to exploration and innovation can be referenced to resonate more with Western audiences.

4.3 Information Accuracy and Conciseness Strategy

Ensuring Information Accuracy Accurate translation is the primary principle of policy translation. Key information such as specialized terms, data, and policy clauses must be researched thoroughly and translated accurately. Establishing a glossary of specialized terms can ensure consistency in translation. For example, "低空旅游" should consistently be translated as "low-altitude tourism" to avoid variations. Additionally, conditions and restrictions within the policy must be conveyed accurately without ambiguity or omission.

Maintaining Clarity and Conciseness Policy texts are often rich in content, but translations should avoid being lengthy and complex. Unnecessary modifiers and repetitive content should be removed, emphasizing key information. For example, "为进一步加强对低空经济发展过程中各类安全隐患的全面排查与有效治理，切实保障人民群众生命财产安全和低空经济的平稳运行" can be simplified to "To strengthen the comprehensive inspection and effective treatment of various safety hazards in the development of the low-altitude economy, and ensure the safety of people's lives and property and the stable operation of the low-altitude economy."

4.4 Rhetorical and Pragmatic Strategies

Using Appropriate Rhetoric Without compromising the seriousness of the policy, rhetorical devices can be employed to enhance the emotional appeal and persuasiveness of the translation. For example, parallel structures can be used to emphasize the importance and coherence of the policy. The phrase

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"加强技术创新，加强人才培养，加强国际合作，推动低空经济快速发展" can be translated as "Strengthen technological innovation, strengthen talent cultivation, and strengthen international cooperation to promote the rapid development of the low-altitude economy." The use of parallelism makes the policy measures more organized and impactful.

Considering Pragmatic Effects Attention should be paid to the pragmatic effects of the translation in the target context, ensuring that the translation achieves the same policy communication and guidance as the original text. For instance, when expressing policy encouragement measures, positive and affirmative language should be used to stimulate the willingness of international audiences to cooperate; when outlining policy restrictions, the language should be firm and clear to convey the seriousness of the policy.

5. Case Analysis of Discourse Strategies in the Translation of China's Low-altitude Economy Policies

5.1 Case One: Translation of Content from "Several Opinions on Promoting the Development of General Aviation"

Original text: "加大对通用航空研发制造的支持力度，鼓励企业开展关键技术攻关，建立以企业为主体、市场为导向、产学研用协同创新的产业技术创新体系。加强通用航空与关联产业融合发展，促进通用航空制造、运营服务、飞行培训、航空旅游等产业互动发展。" Translation: "Increase support for the R&D and manufacturing of general aviation. Encourage enterprises to carry out key technology research and development, and establish an industrial technology innovation system with enterprises as the main body, market as the guidance, and collaborative innovation among industry, academia, research institutions, and users. Strengthen the integrated development of general aviation and related industries, and promote the interactive development of industries such as general aviation manufacturing, operational services, flight training, and aviation tourism." Analysis: This translation employs an audience-oriented strategy, with clear and concise language that aligns with international business communication norms. It accurately conveys key information regarding the encouragement of general aviation R&D and manufacturing, the establishment of an innovation system, and the promotion of industrial integration, adhering to the strategies of information accuracy and conciseness.

5.2 Case Two: Translation of Relevant Content from the "Interim Regulations on the Flight Management of Unmanned Aerial Vehicles"

Original text: "无人驾驶航空器所有者应当依法进行实名登记。任何单位或者个人不得擅自改装无人驾驶航空器，使其超出其原有性能指标。" Translation: "Owners of unmanned aerial vehicles shall conduct real-name registration in accordance with the law. No unit or individual shall modify unmanned aerial vehicles without authorization, causing them to exceed their original performance indicators." Analysis: This translation reflects the strategy of information accuracy, accurately translating key terms such as "实名登记" (real-name registration) and "擅自改装" (unauthorized modification) to ensure that policy stipulations are conveyed accurately. The language is concise and

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direct, conforming to the characteristics of regulatory language, and considers pragmatic effects, conveying the seriousness and authority of the policy.

5.3 Case Three: Translation of a Local Government Policy on Low-altitude Tourism Development

Original text: "依托本地独特的自然风光和丰富的文化资源，打造具有地方特色的低空旅游精品线路，让游客在空中领略'诗与远方'的独特魅力。" Translation: "Relying on the local unique natural scenery and rich cultural resources, we will create high-quality low-altitude tourism routes with local characteristics, enabling tourists to experience the unique charm of 'poetry and far-away places' from the air." Analysis: This translation employs a cultural adaptability strategy, retaining the cultural imagery of "诗与远方" (poetry and far-away places) through direct translation while preserving its cultural connotation. This allows the translation to convey the original text's cultural essence while enabling international audiences to appreciate its unique cultural flavor. Additionally, it is audience-oriented, clearly expressing the policy intent of creating distinctive low-altitude tourism routes to attract tourists.

6. Conclusion

The translation of China's low-altitude economy policies is of significant importance for its international communication and industrial development. By employing discourse strategies such as audience orientation, cultural adaptability, information accuracy and conciseness, as well as rhetorical and pragmatic strategies, the quality of policy translation can be effectively improved, enhancing the international dissemination of the policies. In practical translation processes, these strategies should be flexibly applied according to the characteristics of different policy texts and the needs of target audiences. Through continuous practice and reflection, the work of policy translation can be further refined. In the future, as China's low-altitude economy continues to develop and international exchanges deepen, policy translation will face more challenges and opportunities, necessitating translators to continually enhance their professional skills and explore more effective discourse strategies to provide strong support for the international development of China's low-altitude economy.

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