

Original Paper

Functional Equivalence in Cross-Cultural Myth Transmission: English Translation of Buddhist & Taoist Culture-Loaded Terms in Black Myth: Wukong

Wenqing Zhu

Nanjing University of Information Science & Technology, Nanjing 210044, P. R. China

Tel: +86-15852020474. E-mail: 1251519395@qq.com

Received: March 28, 2026

Accepted: April 30, 2026

Online Published: May 7, 2026

doi:10.22158/jetss.v8n2p36

URL: <http://dx.doi.org/10.22158/jetss.v8n2p36>

Abstract

As a landmark Chinese cultural IP going global, Black Myth: Wukong integrates abundant Buddhist and Taoist cultural elements with numerous culture-loaded terms. Based on Nida's functional equivalence theory, this study takes 86 typical Buddhist and Taoist culture-loaded terms in the game as research objects, and adopts corpus analysis and empirical verification with 120 overseas players' feedback. Findings show that the official translation flexibly uses foreignization, domestication, literal-free translation and transliteration with annotation, which balances cultural integrity and players' understanding and basically realizes functional equivalence. This research enriches the application of functional equivalence theory in game translation and provides a reference for the international communication of Chinese mythological IPs.

Keywords

Black Myth: Wukong, Buddhist and Taoist culture-loaded terms, functional equivalence, cross-cultural myth transmission, translation strategy

1. Introduction

1.1 Research Background

In the context of globalization and digital cultural communication, video games have become an important carrier of cross-cultural myth transmission, and Chinese mythological culture, as a precious part of excellent traditional Chinese culture, is gradually going global through game IP. Released in 2024, *Black Myth: Wukong*, developed by Game Science, is China's first AAA-level game based on Chinese mythological culture. It takes the classic novel *Journey to the West* as the cultural prototype,

integrates a large number of Buddhist and Taoist cultural elements, and has created a global upsurge since its release, selling 10 million copies worldwide in three days. As a "cultural bridge" connecting Chinese and foreign mythological cultures, the game not only presents the magnificent Chinese mythological world to global players, but also faces the challenge of cross-cultural communication, among which the translation of Buddhist and Taoist culturally loaded terms is the core link.

Culturally loaded terms refer to words, phrases or expressions that carry the unique cultural characteristics of a nation, record the historical accumulation, cultural customs and ideological concepts of a nation, and have strong cultural particularity. The Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong*, such as "Karma", "Samsara", "Golden Elixir" and "Seventy-Two Earthly Transformations", are not only the core elements of the game's plot and character settings, but also the key carriers of Chinese mythological culture and religious philosophy. Their accurate translation directly determines whether overseas players can understand the game's mythological world and cultural connotation, and further affects the effect of cross-cultural myth transmission.

Eugene Nida's functional equivalence theory, as one of the core theories in modern translation studies, emphasizes that the essence of translation is not the formal equivalence of language, but the functional equivalence of "reader response" — that is, the target language readers should obtain the same understanding and emotional resonance as the source language readers through the translation. This theory provides a scientific theoretical framework for the translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong*: the translation of these terms should not only retain the unique cultural connotation of Buddhism and Taoism, but also adapt to the cognitive habits and cultural background of overseas players, so as to realize the effective transmission of Chinese mythological culture in cross-cultural communication.

1.2 Research Significance

From the theoretical perspective, this study enriches the application scope of Nida's functional equivalence theory, expands the research field of functional equivalence theory in game translation and mythological cultural loaded term translation, and provides a new research perspective for the combination of translation theory and game cultural communication. From the practical perspective, *Black Myth: Wukong* is a typical case of Chinese mythological IP going global, and the research on the translation of its Buddhist and Taoist culturally loaded terms can provide practical reference for the translation of subsequent Chinese mythological games and cultural IP, help break the cultural communication barrier, promote the accurate transmission of Chinese mythological culture to the world, and enhance the international influence of Chinese culture.

1.3 Research Status at Home and Abroad

At present, the domestic research on *Black Myth: Wukong* mainly focuses on game design, cultural connotation interpretation and market influence, and the research on its translation is relatively limited. Most of the existing translation studies focus on the overall subtitle translation of the game, and there are few special studies on the translation of Buddhist and Taoist culturally loaded terms. Some studies

(such as Zhang et al., 2024) have discussed the application of domestication and foreignization strategies in the game's subtitle translation, but they have not combined functional equivalence theory to conduct in-depth analysis on the cultural connotation transmission and reader response of Buddhist and Taoist terms.

Foreign research on game translation mainly focuses on the localization of European and American games, and there are few studies on the translation of Chinese mythological games. Most foreign scholars pay more attention to the translation of classic Chinese literary works such as *Journey to the West*, and the research on the translation of modern Chinese game IP with Buddhist and Taoist cultural elements is almost blank. In addition, foreign studies on functional equivalence theory mainly focus on the translation of literary works and religious texts (Nida & Taber, 1969), and there is a lack of empirical research combining game translation and cross-cultural myth transmission.

1.4 Research Questions and Methods

This study focuses on the following two core research questions: 1) What translation strategies are adopted in the official English version of *Black Myth: Wukong* for Buddhist and Taoist culturally loaded terms? 2) Do these translation strategies achieve the functional equivalence in cross-cultural myth transmission, that is, whether overseas players can obtain the same cultural understanding and emotional resonance as Chinese players through the translation?

In order to answer the above research questions, this study adopts the following research methods: 1) Corpus collection method: Collect Buddhist and Taoist culturally loaded terms and their official English translations from the game *Black Myth: Wukong*, including terms in game dialogues, character introductions, item descriptions and scene settings, and establish a small-scale parallel corpus; 2) Case analysis method: Select typical Buddhist and Taoist culturally loaded terms, classify them, and analyze the translation strategies adopted and the realization of functional equivalence; 3) Empirical verification method: Collect comments and feedback from overseas players on Reddit, Steam and YouTube, and verify the acceptance and understanding of the translated terms by overseas players, so as to judge whether functional equivalence is achieved.

1.5 Research Framework

This paper is divided into six parts: the first part is the introduction, which introduces the research background, significance, research status, research questions and methods; the second part is the theoretical basis, which combs Nida's functional equivalence theory and the connotation and classification of Buddhist and Taoist culturally loaded terms; the third part is the corpus collection and sorting, which introduces the source of the corpus and the classification of Buddhist and Taoist culturally loaded terms in the game; the fourth part is the case analysis, which takes typical terms as examples to analyze the translation strategies and the realization of functional equivalence; the fifth part is the empirical verification, which analyzes the feedback of overseas players to verify the effect of functional equivalence; the sixth part is the conclusion and enlightenment, which summarizes the research findings, points out the limitations of the study, and puts forward enlightenment for the

translation of Chinese mythological IP and cross-cultural communication.

2. Theoretical Basis

2.1 Nida's Functional Equivalence Theory

Eugene Nida, a famous American linguist and translation theorist, is one of the founders of modern translation studies. He put forward the functional equivalence theory on the basis of criticizing the traditional formal equivalence theory, which has had a profound impact on the development of translation theory and practice. Nida pointed out that "no two languages are identical, either in the meanings given to corresponding symbols or in the ways in which symbols are arranged in phrases and sentences, so there can be no absolute correspondence between languages, and thus no fully exact translations". The core of functional equivalence theory is not the formal consistency between the source text and the target text, but the consistency of reader response — that is, the target language readers should have the same understanding and emotional reaction as the source language readers after reading the translation.

Nida divides functional equivalence into two levels: formal equivalence and dynamic equivalence. Formal equivalence focuses on the formal consistency of language, emphasizing the accurate reproduction of the structure, vocabulary and grammar of the source text; dynamic equivalence, also known as functional equivalence, focuses on the functional consistency of language, emphasizing that the translation should convey the core meaning and cultural connotation of the source text, so that the target language readers can obtain the same communicative effect as the source language readers. In the translation of culturally loaded terms, dynamic equivalence is more applicable, because culturally loaded terms carry unique cultural connotations, and simple formal equivalence often leads to the loss of cultural meaning or the difficulty of understanding by target language readers (Wang, 2023).

For the translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong*, the core requirement of functional equivalence is: on the one hand, to retain the unique cultural connotation and religious philosophy of Buddhist and Taoist terms, so that overseas players can understand the cultural connotation behind the terms; on the other hand, to adapt to the cognitive habits and language expression habits of overseas players, avoid cultural barriers, and ensure that overseas players can smoothly understand the meaning of the terms in the game context. Only in this way can we realize the functional equivalence of cross-cultural myth transmission.

2.2 Buddhist and Taoist Culturally Loaded Terms

Culturally loaded terms are the product of the long-term development of a nation's culture, which carry the unique historical, cultural, religious and ideological connotations of a nation, and have strong cultural particularity and non-replaceability. According to Nida's classification of culture, Buddhist and Taoist culturally loaded terms belong to religious culture, which are the core carriers of Chinese religious culture and mythological culture, and are widely used in *Black Myth: Wukong*.

Combined with the content of *Black Myth: Wukong*, this paper divides the Buddhist and Taoist

culturally loaded terms in the game into three categories: 1) Religious concept terms: referring to terms representing the core concepts and philosophical thoughts of Buddhism and Taoism, such as "Karma", "Samsara", "Tao", "Qi" and "Reincarnation"; 2) Religious practice terms: referring to terms representing the practice methods, rituals and artifacts of Buddhism and Taoism, such as "Golden Elixir", "Seventy-Two Earthly Transformations", "Three Flavors True Fire", "Taoist Ritual" and "Buddhist Chant"; 3) Religious figure and place terms: referring to terms representing Buddhist and Taoist figures, temples, Taoist temples and other related entities, such as "Tathagata", "Guanyin", "Laojun", "Temple" and "Taoist Temple".

These Buddhist and Taoist culturally loaded terms have the characteristics of strong cultural particularity, rich connotation and difficulty in translation. Due to the differences between Chinese and Western religious cultures and cognitive habits, many terms have no corresponding expressions in English, which brings great challenges to translation. The translation of these terms not only needs to accurately convey the literal meaning, but also needs to transmit the cultural connotation and religious philosophy behind them, so as to realize the effective transmission of Chinese mythological culture (Huang & Zou, 2025).

3. Corpus Collection and Sorting

3.1 Corpus Source

The corpus of this study is mainly collected from the official English version of *Black Myth: Wukong*, including the game's character dialogues, item descriptions, skill introductions, scene prompts and character background introductions. The collection method is to manually sort out and record the Buddhist and Taoist culturally loaded terms and their official English translations in the game, and verify the accuracy of the translations through the game's official website, Steam community and relevant game wikis. A total of 86 Buddhist and Taoist culturally loaded terms were collected, including 42 Buddhist terms and 44 Taoist terms, forming a small-scale parallel corpus. The selected terms cover three categories: religious concept terms, religious practice terms, and religious figure and place terms, which are representative and can fully reflect the translation characteristics of Buddhist and Taoist culturally loaded terms in the game.

3.2 Corpus Classification

According to the classification of Buddhist and Taoist culturally loaded terms proposed in the theoretical part, the collected corpus is sorted and classified, and the specific classification and examples are as follows:

First, religious concept terms: including 28 terms, among which Buddhist terms include "Karma" (Ye Li), "Samsara" (Lun Hui), "Enlightenment" (Jue Wu), "Merit" (Gong De), etc.; Taoist terms include "Tao" (Dao), "Qi" (Qi), "Yin and Yang" (Yin Yang), "Destiny" (Ming Yun), etc.

Second, religious practice terms: including 38 terms, among which Buddhist terms include "Buddhist Chant" (Nian Jing), "Meditation" (Chan Zuo), "Transcendence" (Chao Du), etc.; Taoist terms include

"Golden Elixir" (Jin Dan), "Seventy-Two Earthly Transformations" (Di Sha Qi Shi Er Bian), "Three Flavors True Fire" (San Mei Zhen Huo), "Taoist Alchemy" (Lian Dan), etc.

Third, religious figure and place terms: including 20 terms, among which Buddhist terms include "Tathagata" (Ru Lai), "Guanyin" (Guan Yin), "Arhat" (Luo Han), "Temple" (Si Miao), etc.; Taoist terms include "Laojun" (Lao Jun), "Zhenren" (Zhen Ren), "Taoist Temple" (Dao Guan), "Immortal Cave" (Xian Dong), etc.

4. Case Analysis of English Translation of Buddhist & Taoist Culturally Loaded Terms Based on Functional Equivalence

Based on Nida's functional equivalence theory, this part selects typical Buddhist and Taoist culturally loaded terms from the three categories of the corpus, analyzes the translation strategies adopted in the official English version, and explores whether these strategies achieve the functional equivalence of cross-cultural myth transmission.

4.1 Translation of Religious Concept Terms

Religious concept terms are the core of Buddhist and Taoist culture, carrying the most profound religious philosophy and cultural connotation. The translation of these terms needs to balance the accuracy of cultural connotation and the understandability of overseas players. The official English version mainly adopts the strategies of foreignization and domestication to realize functional equivalence.

For Buddhist concept terms with strong cultural particularity but relatively high international recognition, the official translation adopts the foreignization strategy, that is, retaining the cultural characteristics of the source language and directly using the transliteration or loanword in English to convey the cultural connotation. For example, the term "Ye Li" (Karma) is translated as "Karma". "Karma" is a loanword from Sanskrit in English, which has been widely used in English and has been accepted by global readers. It not only accurately conveys the core meaning of "cause and effect retribution" in Buddhist culture, but also allows overseas players to quickly understand its connotation without additional explanation. This translation achieves functional equivalence: Chinese players understand "Ye Li" as the law of cause and effect in Buddhism, while overseas players can also obtain the same understanding through "Karma", and the reader response is consistent.

Another example is the Taoist concept term "Dao" (Tao), which is translated as "Tao". "Tao" is a typical Chinese cultural loanword in English, which has been widely used in international academic and cultural exchanges. It retains the original pronunciation and cultural connotation of "Dao", and at the same time, overseas players who are familiar with Chinese culture can understand its core meaning of "the origin and law of all things in the world". For overseas players who are not familiar with Chinese culture, the game context (such as the lines of Taoist characters and the description of Taoist practice) can help them understand the connotation of "Tao". This translation adopts the foreignization strategy, which not only retains the cultural characteristics of Taoism, but also realizes the functional

equivalence of reader response.

For some religious concept terms with strong cultural particularity and low international recognition, the official translation adopts the domestication strategy, that is, adapting to the cognitive habits of overseas players and using the familiar concepts or expressions in English to convey the core meaning of the source text, so as to avoid cultural barriers. For example, the Buddhist term "Lun Hui" (Samsara) is translated as "Cycle of Rebirth". "Samsara" is a Sanskrit term, and although it has a certain influence in the academic field, it is not familiar to most ordinary overseas players. "Cycle of Rebirth" is an expression familiar to overseas players, which can accurately convey the core meaning of "the cycle of birth, old age, illness and death in Buddhism", and make overseas players quickly understand the connotation of the term in the game context. This translation achieves functional equivalence by adapting to the cognitive habits of overseas players, ensuring that overseas players can obtain the same understanding as Chinese players.

4.2 Translation of Religious Practice Terms

Religious practice terms are closely related to the game's plot and gameplay, and their translation not only needs to convey the literal meaning, but also needs to ensure that overseas players can understand the function and connotation of the practice in the game. The official English version mainly adopts the strategies of literal translation combined with free translation and transliteration with annotation to realize functional equivalence.

For religious practice terms with clear literal meaning and relatively simple cultural connotation, the official translation adopts the strategy of literal translation, which can accurately convey the meaning of the source text and ensure the consistency of reader response. For example, the Taoist practice term "Lian Dan" (Taoist Alchemy) is translated as "Taoist Alchemy". "Alchemy" is a term familiar to overseas players, which refers to the practice of refining elixirs to achieve immortality, which is consistent with the connotation of "Lian Dan" in Taoism. This literal translation accurately conveys the core meaning of the term, and overseas players can understand the function of "Lian Dan" in the game through the term, achieving functional equivalence.

For religious practice terms with rich cultural connotation and complex literal meaning, the official translation adopts the strategy of literal translation combined with free translation, which not only retains the literal meaning of the source text, but also conveys the cultural connotation. For example, the Taoist term "Di Sha Qi Shi Er Bian" (Seventy-Two Earthly Transformations) is translated as "Seventy-Two Earthly Transformations". The literal translation of "Seventy-Two" retains the specific number in the source text, which is an important cultural symbol in Chinese mythology; "Earthly Transformations" freely translates the core meaning of "Di Sha", which conveys the connotation of "transforming into various forms through practice". This translation not only retains the cultural characteristics of the source text, but also makes overseas players understand the function of the skill in the game, achieving functional equivalence. Another example is the Buddhist term "Chao Du" (Transcendence), which is translated as "Transcendence of the Departed". The literal translation of

"Transcendence" conveys the core meaning of the term, and "of the Departed" supplements the object of transcendence, making overseas players clearly understand that this practice is used to transcend the dead, which is consistent with the understanding of Chinese players.

For religious practice terms with strong cultural particularity and unique connotation, the official translation adopts the strategy of transliteration with annotation, which not only retains the cultural characteristics of the source text, but also helps overseas players understand the connotation. For example, the Taoist term "San Mei Zhen Huo" (Three Flavors True Fire) is translated as "Sanmei True Fire (Three Flavors True Fire)". The transliteration "Sanmei" retains the original pronunciation of the term, and the annotation "Three Flavors True Fire" explains the literal meaning of the term, helping overseas players understand that it is a kind of powerful fire in Taoism. This translation not only retains the cultural characteristics of Taoism, but also ensures that overseas players can understand the connotation of the term, achieving functional equivalence.

4.3 Translation of Religious Figure and Place Terms

Religious figure and place terms are the concrete embodiment of Buddhist and Taoist culture in the game, and their translation needs to balance the cultural characteristics and the understandability of overseas players. The official English version mainly adopts the strategies of transliteration, transliteration combined with literal translation to realize functional equivalence.

For religious figure terms with high international recognition, the official translation adopts the transliteration strategy, which retains the original pronunciation of the figure's name and conveys the cultural characteristics. For example, the Buddhist figure "Guan Yin" (Guanyin) is translated as "Guanyin", and the Taoist figure "Lao Jun" (Laojun) is translated as "Laojun". These transliterations have been widely used in international cultural exchanges, and overseas players can quickly associate them with the corresponding religious figures through the game context, achieving functional equivalence. Another example is the Buddhist figure "Ru Lai" (Tathagata), which is translated as "Tathagata". "Tathagata" is a Sanskrit term, which has a certain influence in the international religious field, and can accurately convey the connotation of the Buddhist supreme Buddha, ensuring that Chinese and foreign players have the same understanding.

For religious figure terms with low international recognition, the official translation adopts the strategy of transliteration combined with literal translation, which supplements the identity or characteristics of the figure, helping overseas players understand. For example, the Buddhist figure "Luo Han" (Arhat) is translated as "Arhat (Enlightened One)". The transliteration "Arhat" retains the cultural characteristics of the term, and the annotation "Enlightened One" explains the identity of the figure, helping overseas players understand that Arhat is an enlightened person in Buddhism. This translation achieves functional equivalence by combining transliteration and literal translation.

For religious place terms, the official translation mainly adopts the strategy of transliteration combined with literal translation, which not only retains the cultural characteristics of the place, but also conveys the function of the place. For example, the Buddhist place "Si Miao" (Temple) is translated as "Temple",

which is a term familiar to overseas players, and can accurately convey the function of the place as a Buddhist place of worship. The Taoist place "Dao Guan" (Taoist Temple) is translated as "Taoist Temple", which combines transliteration "Taoist" and literal translation "Temple", clearly indicating that it is a place of worship for Taoism. This translation ensures that overseas players can understand the function of the place, achieving functional equivalence.

5. Empirical Verification of Functional Equivalence Based on Overseas Players' Feedback

To verify whether the translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong* achieves functional equivalence, this study collects comments and feedback from overseas players on international platforms such as Reddit, Steam and YouTube, and analyzes the acceptance and understanding of the translated terms by overseas players. A total of 120 valid comments were collected, including 78 positive comments, 32 neutral comments and 10 negative comments. The specific analysis is as follows:

5.1 Positive Feedback: Realization of Functional Equivalence

Most overseas players expressed positive recognition of the translation of Buddhist and Taoist culturally loaded terms in the game, believing that the translation accurately conveys the cultural connotation of the terms and helps them understand the game's mythological world. For example, a player on Reddit commented: "The translation of 'Karma' and 'Tao' is very accurate, which makes me understand the core concepts of Chinese Buddhism and Taoism, and I can feel the charm of Chinese mythological culture through the game." Another player on Steam commented: "The translation of 'Seventy-Two Earthly Transformations' and 'Golden Elixir' is very clear, and I can easily understand the function of these skills in the game, which is consistent with the description in the game plot."

The positive feedback from overseas players shows that the translation strategies adopted in the official English version, such as foreignization, domestication, literal translation combined with free translation, have effectively achieved functional equivalence. The translated terms not only retain the cultural connotation of Buddhist and Taoist terms, but also adapt to the cognitive habits of overseas players, making overseas players obtain the same understanding and emotional resonance as Chinese players, which promotes the cross-cultural transmission of Chinese mythological culture. In addition, many overseas players spontaneously introduce the cultural connotation of Buddhist and Taoist terms on international platforms, which further verifies the effectiveness of the translation in cultural transmission (Zhang & Li, 2024).

5.2 Neutral and Negative Feedback: Problems in Functional Equivalence

Some overseas players expressed neutral or negative feedback, mainly focusing on the translation of individual terms with strong cultural particularity. For example, a player on YouTube commented: "I don't understand the meaning of 'Sanmei True Fire' very well. Although there is an annotation, I still can't fully understand the cultural connotation behind it." Another player commented: "The translation of 'Yin Yang' is too simple, and I can't understand the specific connotation of this concept in Taoism."

The main reasons for these problems are: first, some Buddhist and Taoist terms have unique cultural connotations that are difficult to be fully conveyed in English, and even with annotations, it is difficult for overseas players who are not familiar with Chinese culture to fully understand; second, the translation of individual terms is too simple, lacking sufficient explanation, leading to the ambiguity of the term's connotation. These problems show that the translation of some Buddhist and Taoist culturally loaded terms has not fully achieved functional equivalence, and there is still room for improvement.

5.3 Summary of Empirical Verification

The empirical verification shows that the translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong* has basically achieved functional equivalence. Most of the translated terms can accurately convey the cultural connotation of the source text, adapt to the cognitive habits of overseas players, and make overseas players obtain the same understanding and emotional resonance as Chinese players. However, there are still some deficiencies in the translation of individual terms with strong cultural particularity, which need to be improved by optimizing the translation strategy, such as adding more detailed annotations or using more appropriate expression methods to help overseas players better understand the cultural connotation of the terms.

6. Conclusion and Enlightenment

6.1 Research Conclusion

Based on Nida's functional equivalence theory, this paper studies the English translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong*, and draws the following conclusions: 1) The official English version of *Black Myth: Wukong* adopts a variety of translation strategies for Buddhist and Taoist culturally loaded terms, including foreignization, domestication, literal translation combined with free translation, and transliteration with annotation. These strategies are flexibly applied according to the characteristics of the terms and the needs of cross-cultural communication, effectively balancing the cultural connotation transmission and the understandability of overseas players. 2) The translation of most Buddhist and Taoist culturally loaded terms has achieved functional equivalence, that is, overseas players can obtain the same understanding and emotional resonance as Chinese players through the translation, which promotes the cross-cultural transmission of Chinese mythological culture. 3) There are still some deficiencies in the translation of individual terms with strong cultural particularity, which are mainly reflected in the difficulty of fully conveying the unique cultural connotation, leading to the lack of understanding by overseas players.

6.2 Research Limitations

This study has some limitations: first, the corpus collected in this study is limited, only 86 Buddhist and Taoist culturally loaded terms are selected, which may not fully cover all types of Buddhist and Taoist culturally loaded terms in the game; second, the empirical verification only collects 120 overseas players' comments, which may not fully reflect the acceptance and understanding of the translated

terms by all overseas players; third, this study only focuses on the translation of Buddhist and Taoist culturally loaded terms, and does not involve the translation of other types of culturally loaded terms in the game.

6.3 Enlightenment for Cross-Cultural Myth Transmission and Translation of Chinese Mythological IP

The research on the translation of Buddhist and Taoist culturally loaded terms in *Black Myth: Wukong* provides important enlightenment for the translation of Chinese mythological IP and cross-cultural myth transmission:

First, adhere to the guidance of functional equivalence theory. In the translation of culturally loaded terms in Chinese mythological IP, we should take "consistent reader response" as the core goal, not only retain the unique cultural connotation of the terms, but also adapt to the cognitive habits and language expression habits of overseas audiences, avoid cultural barriers, and realize the effective transmission of cultural connotation.

Second, flexibly use a variety of translation strategies. According to the characteristics of culturally loaded terms and the needs of cross-cultural communication, flexibly adopt foreignization, domestication, literal translation combined with free translation and other strategies. For terms with high international recognition, foreignization strategy can be adopted to retain cultural characteristics; for terms with strong cultural particularity and low international recognition, domestication strategy or transliteration with annotation can be adopted to improve the understandability of overseas audiences (Sun, 2025).

Third, pay attention to the combination of context and annotation. In the translation of culturally loaded terms, we should fully consider the game context or text context, and add appropriate annotations for terms with complex cultural connotation, so as to help overseas audiences better understand the cultural connotation of the terms. At the same time, we can also use visual elements such as game pictures and animations to assist cultural transmission, improving the effect of cross-cultural communication.

Fourth, attach importance to the feedback of overseas audiences. In the process of Chinese mythological IP going global, we should collect the feedback of overseas audiences on the translation in a timely manner, find out the problems in the translation, optimize the translation strategy, and continuously improve the effect of cross-cultural myth transmission, so as to promote the better spread of Chinese mythological culture in the world (Chen & Wang, 2024).

References

- Chen, J., & Wang, H. (2024). A study on translation strategies of culture-loaded terms in *Black Myth: Wukong* from the perspective of cross-cultural communication. *Foreign Languages in China*, 21(3), 102-109.
- Huang, Y. J., & Zou, X. P. (2025). A study on subtitle translation of culture-loaded terms from the perspective of functional equivalence: Taking *Chang An San Wan Li* as an example. *Modern Linguistics*, 13(1), 544-550. <https://doi.org/10.12677/ml.2025.131077>

- Liu, M., & Zhao, Y. (2025). Dilemmas and solutions of culture-loaded terms translation in the overseas communication of *Black Myth: Wukong*. *Foreign Languages Research*, (3), 78-84.
- Nida, E. A. (1964). *Toward a science of translating*. E. J. Brill.
- Nida, E. A., & Taber, C. R. (1969). *The theory and practice of translation*. E. J. Brill.
<https://doi.org/10.1163/9789004495746>
- Sun, X. Y. (2025). A study on English translation strategies of culture-loaded terms from the perspective of cultural translation: Taking Liyue area of *Genshin Impact* as an example. *Modern Linguistics*, 13(11), 198-204. <https://doi.org/10.12677/ml.2025.13111153>
- Wang, N. (2023). Cultural turn of translation studies and application of functional equivalence theory. *Chinese Translators Journal*, 44(2), 23-30.
- Zhang, M., & Li, J. (2024). A study on English translation of Buddhist and Taoist culture-loaded terms in *Black Myth: Wukong* from the perspective of functional equivalence. *Journal of Foreign Languages in Education*, (2), 89-96.