

Research on Bilingual Construction and Dissemination of the Centennial Red Spiritual Pedigree from the Perspective of Interdisciplinary Integration

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ABSTRACT

The century-old red spiritual pedigree condenses the spiritual achievements of the Communist Party of China's century-old struggle, is the indispensable spiritual wealth of the Chinese nation, and carries the initial mission, value pursuit and national integrity of the Communist Party of China people. Under the background of the continuous advancement of globalization and the deepening of cultural self-confidence, promoting the international spread of the red spiritual pedigree is an important way to tell Chinese stories well, convey Chinese strength and show China's image. As the core carrier of cross-cultural communication, bilingual communication can effectively break the language barrier and realize the cross-contextual transmission of the connotation of red spirit and culture. Based on the perspective of interdisciplinary integration, this paper integrates linguistics, communication, history, art and other multi-disciplinary theories and methods, discusses the internal logic, current communication status and practical dilemma of bilingual construction of red spirit pedigree for a century, combines the law of cross-cultural communication with the characteristics of red spirit itself, and puts forward practical innovative communication strategies, with a view to building a scientific, systematic and efficient bilingual communication system of red spirit, helping red culture to go global and enriching the theoretical and practical achievements of red culture communication.

Key words: *Interdisciplinary integration; Red Spirit Pedigree; Bilingual construction; Communication Studies*

I. INTRODUCTION

During the century-long journey, in different historical stages of revolution, construction and reform, the Communist Party of China gave birth to a series of red spirits with distinctive marks of the times, such as Jinggangshan spirit, Long March spirit, Yan'an spirit, Xibaipo spirit, Daqing spirit, reform and opening up spirit, poverty alleviation spirit and anti-epidemic spirit. These spirits are interrelated and come down in the same strain, and together they constitute a century-old red spiritual pedigree with rich connotations

and far-reaching implications. They are not only a vivid epitome of the Communist Party of China's century-old struggle, but also the core component of the Chinese national spirit. They contain the spiritual core of loyalty and dedication, hard work, seeking truth from facts and being brave in innovation, and provide powerful spiritual nourishment for rallying national strength, cultivating feelings of home and country and promoting social progress in the new era. With the continuous expansion of China's opening to the outside world and the increasingly close cultural exchanges between China and foreign countries, the construction of cultural self-confidence has become an important strategy for national development. As the essence of socialist culture with Chinese characteristics, the demand for international communication of red culture is becoming more and more urgent. Promoting the international spread of the red spiritual pedigree will not only enable the world to better understand the Communist Party of China's century-old struggle, understand China's development path and value pursuit, but also promote cross-cultural exchanges and mutual learning, and enhance the international influence of Chinese culture. Bilingual communication, as the most direct and effective way of cross-cultural communication, can break the language barrier and realize the accurate transmission of the cultural connotation of the red spirit, which is the key path for the red spiritual pedigree to go global. However, from the practical point of view, there are still many problems in the bilingual construction and dissemination of the current red spiritual pedigree: the bilingual content lacks systematic norms, the cultural translation is not accurate enough, and it is difficult to completely convey the spiritual connotation; The communication mode is relatively single, lacking attractiveness and innovation, and it is difficult to meet the needs of cross-cultural communication in the new era; Interdisciplinary integration is not deep enough, and multidisciplinary theories and methods such as linguistics, communication and history are not effectively combined, which affects the communication effect. Based on this reality, based on the perspective of interdisciplinary integration, this paper systematically explores the related issues of bilingual construction and dissemination of the century-old red spiritual pedigree, integrates the advantages of multidisciplinary to solve the communication dilemma, puts forward a scientific and feasible innovative path, and provides theoretical support and practical guidance for the international dissemination of red culture.

II. THE CORE CONNOTATION OF BILINGUAL CONSTRUCTION AND DISSEMINATION OF RED SPIRITUAL PEDIGREE FROM THE PERSPECTIVE OF INTERDISCIPLINARY INTEGRATION

The century-old red spiritual pedigree is a systematic and complete spiritual system with rich connotations. Its formation and development run through the whole process of the Communist Party of China's century-old struggle, and it has distinct integrity, inheritance and times. From the perspective of historical development, the red spiritual pedigree covers four key stages: revolution, construction, reform and new era: Jinggangshan spirit and Long March spirit during the revolutionary period, which demonstrate the revolutionary will of the Communist Party of China people to be brave for hardships and dangers, dare to fight and be loyal to the people; The spirit of Daqing and Jiao Yulu during the construction period embodied the construction feelings of hard struggle, self-reliance and selfless dedication; The spirit of reform and opening up and the spirit of daring to venture and try during the reform period showed the style of the times of being brave in breaking through, seeking truth and being pragmatic, pioneering and innovating; The spirit of getting rid of poverty and fighting epidemic diseases

in the new era explains the responsibility of unity, overcoming difficulties and putting the people first. Although these red spirits were formed in different historical periods and have different emphasis on the connotation of the times, they have always inherited the spiritual genes of the Chinese nation around the initial mission of "seeking happiness for the Chinese people and rejuvenation for the Chinese nation" and constituted an inseparable organic whole. Bilingual construction is the basis for the international communication of the red spirit pedigree. Its core is to accurately translate and culturally translate the core connotation, historical background and contemporary value of the red spirit based on Chinese and English as the main communication carrier, combined with relevant linguistic theories, and build a standardized, systematic and bilingual content system that meets the needs of cross-cultural communication. Different from ordinary text translation, the bilingual construction of red spirit not only requires accurate and standardized language expression, but also pays attention to the complete transmission of cultural connotation. It is necessary to avoid the blunt feeling and cultural loss caused by literal translation, and to ensure that the international audience can accurately understand the core of red spirit and the value of the times, so as to achieve the dual goals of "language transmission" and "cultural communication".

Interdisciplinary integration is the key to improve the bilingual construction and communication quality of red spiritual pedigree. Its core lies in integrating the theories and methods of linguistics, communication, history, art and other disciplines, and running them through the whole process of bilingual construction and communication, so as to realize the complementary advantages and synergy of multidisciplines. Specifically, linguistics provides core theoretical guidance for bilingual construction. Translation theory and cross-cultural communication theory can standardize the bilingual translation process, improve the accuracy of cultural translation, and solve language barriers and cultural differences in cross-cultural communication; Communication provides method support for communication practice, and related theories such as communication mode and audience analysis can help to clarify communication objectives, locate communication audiences, formulate communication strategies, and enhance the pertinence and effectiveness of communication. History provides historical support for the construction of bilingual content. By sorting out the formation background, development context and historical significance of the red spirit, it makes bilingual content more authentic and convincing, and helps the audience understand the historical origin and value of the times of the red spirit; Art provides creative support for the innovation of communication forms. Through visual design, new media creation and other means, it transforms the abstract red spirit into intuitive and vivid communication content, and enhances the attraction and appeal of communication. The bilingual construction and dissemination of the red spiritual pedigree is essentially a cross-cultural and interdisciplinary systematic work. The core logic is "multi-disciplinary as the support, bilingual as the carrier, and communication as the goal". Only by realizing the deep integration of multi-disciplines can we solve the current communication dilemma, build a scientific and efficient communication system, and push the red spiritual pedigree to the world.

III. THE CURRENT SITUATION AND DILEMMA OF BILINGUAL CONSTRUCTION AND DISSEMINATION OF RED SPIRITUAL PEDIGREE FROM THE PERSPECTIVE OF INTERDISCIPLINARY INTEGRATION

In recent years, with the widespread attention paid to the inheritance and dissemination of red culture, the bilingual construction and dissemination of red spiritual pedigree have also made some progress,

laying the foundation for the follow-up development. In terms of bilingual content construction, scholars from universities and scientific research institutions have gradually carried out research on bilingual translation of red spirit, published bilingual translations of red classics such as "Selected Works of Mao Zedong" and "The Governance of China", and standardized the terminology translation of some core red spirit, providing basic content support for the bilingual communication of red spirit; Some red venues and official media have also launched bilingual interpretation materials of red spirit, further enriching bilingual content resources. In terms of communication channels, new media platforms have gradually become an important position for bilingual communication of the red spirit. WeChat official account, Tik Tok, video account and other platforms have successively released bilingual short videos, graphic interpretations and other contents of the red spirit, breaking the time and space restrictions of traditional communication methods and expanding the coverage of communication; Some universities and cultural institutions have carried out bilingual propaganda and exhibition of the red spirit through international exchange activities, so as to promote the red spirit to gradually move to the international stage. Generally speaking, however, the current bilingual construction and dissemination of red spirit pedigree is still in its infancy, and a systematic and mature model has not yet been formed. The advantages of interdisciplinary integration have not been fully exerted, and there are still many outstanding difficulties in practice, which restrict the effect of international dissemination of red spirit.

A. Bilingual construction lacks systematicness and standardization, cultural translation is insufficient, and it is difficult to completely convey spiritual connotation. At present, bilingual translation of red spirit is mostly limited to a single linguistic perspective, lacking interdisciplinary collaboration, and there are many problems:

First, the translation of core terms is not standardized. Different translators and institutions have different translations of the same red spirit. For example, "Jinggangshan Spirit" has multiple translations such as "Jinggangshan Spirit" and "Jinggangshan Spirituality", and "Poverty Alleviation Spirit" also has different expressions such as "Poverty Alleviation Spirit" and "Poverty Elimination Spirit". This difference leads to a lack of consistency in communication content and easily confuses international audiences.

Second, cultural translation is not accurate enough. Most translations adopt literal translation, ignoring the historical background, cultural context and national characteristics behind the red spirit, resulting in inadequate transmission of cultural connotations. For example, "not afraid of sacrifice, overcoming all difficulties and striving for victory" in the "Long March Spirit" is difficult to reflect the revolutionary will and national spirit contained in it after literal translation, and it is difficult for international audiences to understand its deep connotation.

Third, the bilingual content system is imperfect. The existing bilingual content mostly focuses on the translation and interpretation of a single red spirit, lacking systematic sorting and integration of the pedigree of the century-old red spirit, unable to completely present the inheritance and overall connotation of the red spirit, and it is difficult for the audience to comprehensively and deeply understand the development process and value of the times of the century-old red spirit.

B. The interdisciplinary integration is insufficient, the communication mode is single, and it lacks innovation and attraction. At present, bilingual communication of red spirit mostly relies on a single disciplinary perspective, and fails to fully integrate the advantages of linguistics, communication and

art.

First, the integration of linguistics and communication is not deep enough. Bilingual translation content is out of touch with communication needs, ignoring the audience's language habits, acceptance characteristics and cognitive level, which makes the communication content difficult to be accepted by the audience.

Second, the integration with art is insufficient. The form of communication is relatively single, mostly based on words and pictures, lacking visual and interactive forms of communication such as short videos, animations, documentaries, cultural and creative products, etc., making it difficult to attract the attention of young audiences and international audiences.

Third, it is not integrated with history enough. The interpretation of the historical background and development context of the red spirit in the communication content is relatively brief, which makes it difficult for the audience to understand the formation logic and value of the times of the red spirit, and it is difficult to generate emotional resonance.

C. The positioning of the communication audience is vague, the pertinence is not strong, and the communication effect is not good. The audience of bilingual communication of red spirit covers domestic youth, international friends, overseas Chinese and other groups. There are obvious differences in language level, cultural background and acceptance needs of different groups, but there are many problems in the current communication practice:

First, the audience positioning is inaccurate, and the communication mode is "one size fits all". The communication content for domestic youth is too academic and boring, lacking interest and attraction, and it is difficult to stimulate the communication enthusiasm of youth groups; The communication content for international friends is too shallow, lacking depth and pertinence, and it is difficult for them to deeply understand the connotation of the red spirit; The communication content for overseas Chinese fails to combine their cultural identity characteristics, and it is difficult to arouse emotional resonance.

Second, there is a lack of perfect audience feedback mechanism. Failure to collect the opinions and suggestions of the audience in time makes it difficult to optimize the communication content and communication strategies according to the needs of the audience, which makes it difficult to improve the communication effect.

IV. THE INNOVATIVE PATH OF BILINGUAL CONSTRUCTION AND DISSEMINATION OF RED SPIRITUAL PEDIGREE FROM THE PERSPECTIVE OF INTERDISCIPLINARY INTEGRATION

In view of the current dilemma of bilingual construction and dissemination of red spirit pedigree, combined with the core logic of interdisciplinary integration and based on multi-disciplinary advantages, we can put forward feasible innovation paths from the aspects of bilingual content construction, communication mode innovation and communication channel expansion, build a scientific, systematic and efficient bilingual communication system of red spirit, and improve the quality and effect of international communication of red spirit.

First of all, build an interdisciplinary collaboration mechanism, improve the bilingual content system,

and realize the accurate transmission of the red spiritual connotation.

The first is to set up an interdisciplinary research team. A team of scholars from linguistics, communication, history, art and other disciplines is composed to clarify the division of labor among various disciplines, establish a normalized collaborative discussion mechanism, and realize complementary advantages. Linguists are responsible for formulating bilingual translation norms and unifying the translation methods of core terms; Historians are responsible for sorting out the development of red spirit and providing historical support; Communication scholars are responsible for analyzing audience needs and optimizing content presentation; Art scholars are responsible for visual design and creative support.

The second is to strengthen bilingual translation and cultural translation. Combining cross-cultural communication theory and functional equivalence theory, we use a combination of literal translation and free translation to supplement historical background and cultural explanations in translation to ensure the accurate transmission of spiritual connotation. For example, "Jinggangshan Spirit" is uniformly translated into "Jinggangshan Spirit" and supported with bilingual interpretation.

The third is to build a systematic bilingual resource database. According to the four stages of revolution, construction, reform and new era, the original Chinese text, bilingual translation and historical background of the red spirit are sorted out, and a resource database combining online and offline is built to regularly update the content to ensure timeliness and integrity.

Secondly, innovate the interdisciplinary communication mode, accurately locate the audience, and enhance the pertinence and attractiveness of communication.

The first is to create diversified forms of communication. Integrate communication and art theories, rely on new media technology, produce bilingual short videos, develop bilingual creative products, build bilingual interactive platforms, carry out knowledge contests, online presentations and other activities, and enhance the vividness and sense of participation in communication, such as creating a "Century-old Red Spirit Bilingual Micro-Classroom".

The second is to implement differentiated audience communication. Based on the audience analysis theory, formulate exclusive strategies for different groups: adopt the form of "bilingual + trend" for domestic youth, which meets the interests of young people; Adopt "bilingual + popular" form for international friends to simplify expression and supplement background; Adopt the form of "bilingual + emotional" for overseas Chinese, tap the spiritual convergence point and arouse resonance.

Finally, strengthen interdisciplinary cooperation, expand communication channels, and promote the red spirit to the world.

The first is to strengthen the cooperation between the school and the international community. Cooperate with local governments, red venues and enterprises to carry out bilingual explanation, cultural and creative development and other activities; Cooperate with universities and cultural institutions at home and abroad to hold international exchanges and red exhibitions to expand the coverage of communication.

The second is to integrate online and offline channels. Online rely on new media platforms to expand the scope of communication, and offline rely on red venues, communities, universities, etc. to carry out

physical activities to realize online and offline collaborative communication and improve the overall communication effect.

V. CONCLUSION

The century-old red spiritual pedigree is the spiritual crystallization of the Communist Party of China's century-old struggle and the precious spiritual wealth of the Chinese nation. Promoting its bilingual construction and dissemination is an important measure to tell Chinese stories well, convey Chinese strength and enhance the international influence of Chinese culture in the new era. At present, the bilingual construction and dissemination of the red spiritual pedigree has made some progress relying on related research and practice, forming some bilingual content resources and expanding communication channels. However, there are still many outstanding difficulties: bilingual construction lacks systematicness and standardization, cultural translation is insufficient, and it is difficult to completely convey the spiritual connotation; Interdisciplinary integration is not deep enough, the communication mode is single, and it lacks innovation and attractiveness; The audience positioning is vague, the pertinence is not strong, and the communication effect is poor. Based on the perspective of interdisciplinary integration, integrating multidisciplinary theories and methods such as linguistics, communication, history and art, and by constructing an interdisciplinary collaborative mechanism and improving the bilingual content system, we can solve the problems of irregular bilingual construction and insufficient cultural translation, and realize the accurate transmission of the red spiritual connotation; By innovating the interdisciplinary communication mode and accurately positioning the audience, the pertinence and attractiveness of communication can be enhanced, and the audience's enthusiasm for participation can be stimulated; By strengthening interdisciplinary cooperation and expanding communication channels, we can expand the coverage of communication and promote the red spirit to the world. Generally speaking, interdisciplinary integration is the key to solving the dilemma of bilingual communication of red spiritual pedigree and improving the quality of communication. Through multidisciplinary collaborative efforts, a scientific, systematic and efficient bilingual communication system of red spirit can be built, which can help the international spread of red culture, make the century-old red spirit glow with new vitality in the new era, and provide strong support for cultural self-confidence building and cross-cultural communication and mutual learning.

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