



# Translation Strategies for the Overseas Promotion of Intangible Cultural Heritage Products Under the Background of “China-Chic”—Taking Dong’e Donkey-hide Gelatin as an Example

Na Zhang\*, Wenhao Zhang

Shandong University of Science and Technology, Qingdao 266590, Shandong, China.

**How to cite this paper:** Na Zhang, Wenhao Zhang. (2025) Translation Strategies for the Overseas Promotion of Intangible Cultural Heritage Products Under the Background of “China-Chic”—Taking Dong’e Donkey-hide Gelatin as an Example. *Journal of Humanities, Arts and Social Science*, 9(3), 562-567.  
DOI: 10.26855/jhass.2025.03.022

**Received:** February 13, 2025

**Accepted:** March 10, 2025

**Published:** April 8, 2025

\***Corresponding author:** Na Zhang, Shandong University of Science and Technology, Qingdao 266590, Shandong, China.

## Abstract

Intangible cultural heritage is the manifestation of traditional culture in collective cultural heritage, including the physical objects and places associated with it, showcasing cultural diversity and human creativity. With the economic development and the improvement of national confidence and cultural confidence, the consumption field has also been influenced by “China-Chic”. More and more foreigners are also favoring Chinese intangible cultural heritage products, making it an urgent need to activate the brand assets of these products, reshape brand positioning, and carry out brand promotion, with translation strategies for promotion becoming particularly crucial. This thesis takes Dong’e donkey-hide gelatin as the research object, based on the “China-Chic” hot background, combs the current situation of Dong’e donkey-hide gelatin brand, through an analysis of the overseas promotion translation strategies for Dong’e donkey-hide gelatin products, it aims to grasp the various translation strategies for overseas promotion and ultimately provide innovative translation strategies for the overseas promotion of these products.

## Keywords

Dong’e donkey-hide gelatin; Intangible cultural heritage products; Translation strategy

## 1. Research Background

Intangible cultural heritage is the manifestation of traditional culture in collective cultural heritage, including the physical objects and places associated with it, showcasing cultural diversity and human creativity. Intangible cultural heritage is an important component of China’s excellent traditional culture, and intangible cultural heritage products are an important manifestation of its value. With the economic development and the improvement of national confidence and cultural confidence, the consumption field has also been influenced by “China-Chic”. Chinese traditional cultural elements have become fashionable, and domestic brands have risen. More and more foreigners are also favoring Chinese intangible cultural heritage products, making it an urgent need to activate the brand assets of these products, reshape brand positioning, and carry out brand promotion, with translation strategies for promotion becoming particularly crucial.

With the cultural renaissance and the rapid development of economy and science and technology, a round of “China-Chic” return movement about “Made in China” and “Chinese brands” has been launched. In the past, people generally believed that the quality of foreign products was better than that of domestic products, but today, people

are more passionate about traditional culture and domestic brands. Baidu search big data shows that in the past decade, the search popularity related to “China-Chic” has increased by 52.8%. The consumption view of Chinese people has shifted from meeting material needs to pursuing spiritual and cultural needs. “China-Chic” has also begun to spread Chinese culture to the world and output the trend voice of Chinese technology and Chinese brands. Behind this change is the overall improvement and enhancement of comprehensive national strength, national pride, and life happiness. With the current situation of the “China-Chic” craze, intangible cultural heritage, as an important symbol of traditional Chinese culture, has entered the public view again, and the innovation of intangible cultural heritage products is highly consistent with the social and cultural phenomenon of the “China-Chic” craze.

With the improvement of people’s quality of life and the support of the country for health projects, the demand for health products is constantly increasing. After nearly a thousand years of cultural heritage, Dong’e donkey-hide gelatin products have been recognized by the market for their complex and systematic processing and production processes, special in nourishing and health care effects, and have become one of the important categories of health care products in the market. This ancient traditional technique is also more widely known to the public. The demand for intangible cultural heritage products, especially health products, is increasing both domestically and internationally. As a nourishing product, Dong’e donkey-hide gelatin, combined with the “China-Chic” background, is favored by foreign consumers. Studying its overseas promotion and translation strategies can help Dong’e donkey-hide gelatin be better inherited and developed.

## 2. The Status Quo of Dong’e Donkey-hide Gelatin’s Marketing

### 2.1 Profile of Dong’e Donkey-hide Gelatin Company

The products of Dong’e donkey-hide gelatin are not only popular in the domestic market, but also actively expand the overseas market to introduce ass hide glue, a traditional Chinese medicine product to the world. With the improvement of global health awareness and the spread of traditional Chinese medicine culture, the export business of Dong’e donkey-hide gelatin shows a steady growth trend.

Dong’e donkey-hide gelatin brand belongs to Dong’e donkey-hide gelatin Co., Ltd. The predecessor of the company was established in 1952 as Shandong Dong’e donkey-hide gelatin factory. It has a profound inheritance of donkey-hide gelatin production skills, which can be traced back to Tongxingtang in the fifth year of Jiaqing (1800). In 1993, the company was reorganized from a state-owned enterprise into a joint-stock company and was listed on the Shenzhen Stock Exchange in 1996. In 2005, the company joined China Resources (Group) Co., Ltd. In May 2015, the company name was officially changed to “Dong’e donkey-hide gelatin Co., Ltd.”. With traditional Chinese patent medicines and simple preparations, health care products, biological medicine, and other industrial categories, it is the largest manufacturer of donkey-hide gelatin series products in China, and its products are exported to more than 10 countries and regions such as Europe, America, and Southeast Asia. The company won the protection unit qualification of “Traditional Chinese Medicine Preparation Method (Dong’e donkey-hide gelatin production technology) project”, was selected into the “sixth batch of national key leading enterprises in agricultural industrialization”, and won honors in many agricultural product processing industries and corporate social responsibility evaluations. In addition, the company has also passed the review and evaluation of national technology innovation demonstration enterprises and has been awarded the “Good Product Shandong” enterprise image authorization certificate (Fu Wanyi, 2020).

### 2.2 Marketing Status of Dong’e Donkey-hide Gelatin Products

#### 2.2.1 Strength

Firstly, it is of authentic origin with a long history. Dong’e donkey-hide gelatin Co., Ltd. is located in Dong’e County, Shandong Province. As the birthplace of Dong’e, Dong’e County has broad social recognition and popularity. Dong’e donkey-hide gelatin is authentic because it is refined with well water. Since ancient times, it has been used by kings and dignitaries throughout their lives to nourish and maintain health.

Secondly, it is an industrial chain advantage. They attach great importance to the construction of upstream supply chains, control and supervise the process of donkey skin acquisition, and control downstream OTC terminals and self-built self-operated industrial chains, achieving effective supervision of the entire industrial chain. Dong’e donkey-hide gelatin has no additives and is green and safe. It strictly prohibits the use of gelatin and other harmful substances, ensuring the purity of donkey-hide gelatin, so that pregnant women, the elderly, and children can take it with ease.

Thirdly, it has advantages in technology and standards. The production process of Dong'e donkey-hide gelatin has been passed down for thousands of years. Its unique donkey hide boiling process has been significantly improved through continuous inheritance and innovation, and the automated and intelligent modern process has been integrated into the production field, so that the product quality standard has been constantly improved. Dong'e donkey-hide gelatin company has a large number of traditional formula and secret recipe of donkey-hide gelatin, pays attention to scientific and technological innovation, product research and development, and constantly introduces high-quality, high value-added products, with the standard advantage, product research and development and technology advantage of leading industry (Tian Yufei & Cui Shan, 2021).

### **2.2.2 Weakness**

Firstly, it is the supply of raw materials is limited. The main raw material of Dong'e donkey-hide gelatin is donkey skin. However, in recent years, due to the long growth cycle and pregnancy period of donkeys, the economy of farmers raising donkeys is not as good as raising pigs and cattle, leading to the gradual scarcity of donkey resources. This has limited Dong'e donkey-hide gelatin's ability to control the rise of raw materials, and may affect its production scale and cost control.

Secondly, it is the threat of counterfeit products. In the health product industry, due to the amplification of a certain functional hotspot, it is easy to produce branded imitations or counterfeit products. These counterfeits may threaten the brand image and market share of Dong'e donkey-hide gelatin.

Thirdly, it is excessive advertising. Although advertising has a certain promotional effect on product sales, excessive advertising may cause psychological fatigue to consumers, affecting the market reputation and long-term sales of the product.

### **2.2.3 Opportunity**

At present, Dong'e donkey-hide gelatin focuses on the field of "health consumer goods" and promotes the development model of "drugs+health consumer goods". Based on drugs as the cornerstone, actively expanding from the Qi and Blood category to the Health Consumption category, cooperating with growth strategies such as channel construction, terminal sales, customer operation, academic research, brand building, and new retail, covering more consumers, and creating more high-quality traditional Chinese medicine and light health products. At the "China Time honored Brand Traditional Chinese Medicine Development Conference and the First Conference on Inheritance, Innovation and Development of Traditional Chinese Medicine" held not long ago, Dong'e donkey-hide gelatin, together with experts and partners in the traditional Chinese medicine industry, discussed how to organically combine the innovative development of traditional Chinese medicine with cutting-edge technology, give play to the potential of time-honored brands, layout healthy new consumption tracks, and promote high-quality development of the traditional Chinese medicine industry.

Since 2023, Dong'e donkey-hide gelatin has been trying to cross-border marketing. In February, donkey-hide gelatin milk tea was jointly launched with Naixue's tea cross-border brand. The product actively integrates modern consumption scenarios and actively responds to the consumer demand of the new generation. In April, the company officially announced the brand spokesperson of Taohuaji. The brand continued to "awaken" and "refresh", deepen the empathy with young people, and promote the traditional Chinese medicine donkey-hide gelatin to a broader market. At the beginning of 2024, the company and Guangzhou Restaurant jointly launched a new spring product, "Dong'e donkey-hide gelatin stewed partridge soup with coconut under the sea", and designated stores to appear. In addition, the company's specialty restaurant, donkey meat hotpot, has been upgraded to the "Tianlong Banquet" brand, entering Shenzhen, where young consumers gather. It is worth mentioning that as the core product of Dong'e donkey-hide gelatin health consumer goods, Taohuaji donkey-hide gelatin cake has achieved rapid growth in all channels, and its overall performance is higher than expected. In the future, with the company's brand and terminal sales performance showing, the market share is expected to return to a high level.

At present, the state attaches special importance to the revitalization and development of the Chinese medicine industry. With the revitalization of the Chinese medicine culture, consumers' recognition of Chinese medicine has increased, and the Dong'e donkey-hide gelatin brand marketing strength, it is believed that more and better growth will be formed in the future. The relevant business personnel of Dong'e donkey-hide gelatin are full of confidence in the future (Halder Somenath & Sarda Rajesh, 2021).

### 2.2.4 Threat

Firstly, market competition is intensifying. Donkey-hide gelatin market competition is fierce, not only with many traditional brands, but also with the rise of emerging brands. These competitors may compete for market share through price wars, product innovation, and other ways, putting pressure on Dong'e donkey-hide gelatin. Secondly, changes in consumer demand. With the improvement of consumer health awareness and diversification of demand, their demand for donkey-hide gelatin products is also changing. If Dong'e donkey-hide gelatin cannot adapt to this change in time, it may lose some consumer groups.

## 3. Problems in the Translation of Intangible Cultural Heritage Publicity

The diversity and richness of world culture cannot be separated from China's intangible cultural heritage, especially with a cultural history of 10,000 years and a civilization history of 5,000 years. The accumulated intangible cultural heritage resources are countless. Although they have been lost in the process of historical iteration and inheritance, the existing intangible cultural heritage resources still rank among the top in the world. If only the local dissemination of intangible cultural heritage is achieved, it will not be conducive to the sustainable development of intangible cultural heritage. Under the mainstream trend of international communication today, external translation is not only an important means of protecting intangible cultural heritage, but also one of the media to help intangible cultural heritage "go global". The interweaving and integration between the field of communication and external propaganda translation has become inevitable, and the changing communication environment has brought unprecedented opportunities for external propaganda translation. However, exploring the translation of intangible cultural heritage from the perspective of communication studies still faces many challenges, hindering the international dissemination of intangible cultural heritage. Only by deeply analyzing the problems can solutions be found (Liang Juan & Liu Shuqing, 2023).

### 3.1 Cultural Differences

Cultural differences between different countries and regions may lead to differences in consumers' understanding and acceptance of products. Therefore, cultural factors need to be fully considered in the translation process to avoid misunderstandings or negative impressions.

### 3.2 Regulatory Differences

Different countries and regions have varying regulatory requirements, which may result in differences in product entry barriers and marketing strategies in different markets. This requires Dong'e donkey-hide gelatin to pay close attention to market dynamics and changes in laws and regulations in the process of translation, and adjusting strategies in a timely manner.

### 3.3 Market Competition

As the competition in the global market intensifies, Dong'e donkey-hide gelatin needs to constantly improve its product quality and brand image to stand out in the fierce market competition. At the same time, it is necessary to strengthen exchanges and cooperation with international peers to jointly promote the dissemination and development of traditional Chinese medicine culture.

## 4. Translation Strategies for External Promotion of Intangible Cultural Heritage Products

### 4.1 Clearly Define the Translation Purpose and Audience

At the translation purpose level, in order to spread the cultural connotation, historical heritage, and unique value of Dong'e donkey-hide gelatin, attract the attention of international consumers, and enhance the brand's international influence. At the audience analysis level, we can understand the cultural background, consumption habits, language habits, etc. of the target market to ensure that the translated content meets the audience's cognition and acceptance level.

### 4.2 Adhere to Translation Principles

There are three principles, which include the purposive principle, the loyalty principle, and the readability principle.

As to the purposive principle, we can choose appropriate translation methods and strategies based on the translation purpose to ensure that the translation achieves the expected effect. As to the loyalty principle, while maintaining the accuracy of the original information, try to preserve the cultural characteristics and language style of the original text as much as possible. And as to the readability principle, the translation should be fluent, natural, easy to understand, and avoid using obscure vocabulary and sentence structures.

### **4.3 Adopting Flexible and Diverse Translation Methods**

#### **4.3.1 Combination of Literal Translation and Free Translation**

For words and expressions with unique cultural connotation, such as “ass hide glue”, “blood and beauty”, literal translation plus annotation or free translation can be used to help readers understand their true meaning (Zhang Pan et al., 2022).

#### **4.3.2 Cultural Addition**

When translating materials related to Dong’e donkey-hide gelatin, it is crucial to appropriately integrate cultural background knowledge into the process to help readers better understand the historical origin and cultural connotation of this unique product. Dong’e donkey-hide gelatin, renowned for its superior quality and rich history, holds a special place in Chinese culture and traditional medicine.

To enrich the translation and provide context, one can introduce the intricate production process of Dong’e donkey-hide gelatin. This involves carefully selecting high-quality donkey hides, meticulously cleaning and preparing them, and then simmering them for an extended period to extract the collagen-rich gelatin. This time-consuming and labor-intensive process ensures the final product’s purity and efficacy.

Moreover, it is essential to highlight the traditional uses of Dong’e donkey-hide gelatin. In Chinese medicine, it is valued for its nourishing and tonifying properties, believed to improve skin health, strengthen the body, and promote overall well-being. Historically, it has been a staple in royal courts and elite families, reflecting its prestigious status and the high regard it holds in Chinese culture.

#### **4.3.3 Language Structure Adjustment**

Based on the expression habits of the target language, adjust the language structure of the original text appropriately to make the translation more in line with the reading habits of the target readers (Yang Lingyan, 2024; Michelle L. Stefano, 2021).

### **4.4 Pay Attention to Translation Quality Control**

Firstly, the professional team serves as the cornerstone of the entire translation process. This team can either establish or commission a highly skilled and experienced translation team to carry out the translation work and ensure the translation quality meets the required standards. These professionals are not only fluent in both the source and target languages but also possess a deep understanding of the subject matter, cultural nuances, and idiomatic expressions.

Secondly, the proofreading process is another vital component of the translation quality control procedure. It involves establishing a strict and systematic proofreading process to meticulously review and refine the translation. This includes performing multiple rounds of proofreading and revisions, each focusing on different aspects such as grammatical accuracy, coherence, style consistency, and terminological precision. This multi-layered approach ensures that the translation is not only accurate but also polished and reader-friendly.

Lastly, the feedback mechanism plays a crucial role in continuous improvement and adaptation. By establishing a robust feedback mechanism, organizations can actively collect opinions and suggestions from the target market readers. This direct input from the end-users allows for a more nuanced understanding of their preferences, cultural sensitivities, and specific needs. In turn, this feedback can be used to continuously optimize translation strategies, refine content, and ensure that the translations resonate well with the intended audience. Ultimately, this holistic approach to translation quality control ensures that the final translations are not only accurate and polished but also culturally appropriate and highly effective in conveying the intended message.

### **4.5 Utilize Multiple Channels for External Promotion**

There are several avenues for external promotion, including the official website, social media platforms, international exhibitions, and partnerships, among others.

The English version of Dong'e Donkey-Hide Gelatin's introduction, product descriptions, and news updates will be prominently featured on the official website. This initiative aims to facilitate international consumers in gaining a comprehensive understanding of the brand's information and its unique offerings. By presenting content in English, we aim to bridge the language barrier and reach a wider audience.

On one hand, we can harness the power of social media platforms such as Facebook and Twitter to disseminate relevant content and event information. By leveraging these platforms, we can engage with a broader audience and attract more attention to Dong'e Donkey-Hide Gelatin. Through creative and engaging posts, we can share stories about the product's history, production process, and unique benefits, fostering a deeper connection with potential customers (Ling Juan & Huang Kun, 2023).

On the other hand, we can participate in international exhibitions dedicated to traditional Chinese medicine or health products. These exhibitions provide an excellent opportunity to showcase Dong'e Donkey-Hide Gelatin and enhance brand awareness through on-site displays and interactive communications. By engaging with visitors from around the world, we can share the rich cultural heritage and unique properties of our product, fostering a greater appreciation for its value (Yi Tianjing & Xie Xia, 2024).

Finally, we can establish cooperative relationships with internationally renowned enterprises or institutions. By partnering with these esteemed organizations, we can jointly promote Dong'e Donkey-Hide Gelatin as an intangible cultural heritage product. Through these collaborations, we can expand our reach and introduce Dong'e Donkey-Hide Gelatin to new audiences, further enhancing its reputation and recognition on a global scale.

This article represents a phased accomplishment within the "Ideological and Political Demonstration Course for 'Scientific and Technical Translation'" project, undertaken as part of the 2024 Postgraduate Education and Teaching Reform Initiative at Shandong University of Science and Technology.

## References

- Fu, W. (2020). Research on the current situation and improvement strategies of external publicity translation of intangible cultural heritage in Leshan City. *The Science Education Article Collects (Mid-monthly Journal)*, (14), 182-183.
- Halder, S., & Sarda, R. (2021). Promoting intangible cultural heritage (ICH) tourism: Strategy for socioeconomic development of snake charmers (India) through geoeducation, geotourism and geoconservation. *International Journal of Geoheritage and Parks*, 9(2), 212-232.
- Liang, J., & Huang, K. (2023). Research on the current situation of English translation for external publicity of gambiered Guangdong silk intangible cultural heritage. *Cultural Industry*, (11), 141-143.
- Liang, J., & Liu, S. (2023). Research on countermeasures for English translation of external publicity of gambiered Guangdong silk intangible cultural heritage. *New Chu Culture*, (28), 67-69.
- Stefano, M. L. (2021). Practical considerations for safeguarding intangible cultural heritage.
- Tian, Y., & Cui, S. (2021). Research on the current situation and countermeasures of external publicity translation of intangible cultural heritage in Heilongjiang Province. *Border Economy and Culture*, (6), 20-22.
- Yang, L. (2024). Research on translation strategies for external publicity of intangible cultural heritage from the perspective of communication studies. *Journal of Xingyi Normal University for Nationalities*, (3), 41-46.
- Yi, T., & Xie, X. (2024). English translation of Chinese intangible cultural heritage external publicity under the "Belt and Road" initiative: A case study of tea culture. *Writers' World*, (1), 132-134.
- Zhang, P., Li, N., Wang, Y., & Zhou, Q. (2022). Inheritance and development of intangible cultural heritage skills in the context of the new era's "Guochao" trend. *Liaoning Silk*, (3), 52-53.