# An Ecological Analysis of the Translation of International Communication Texts by Chinese Mainstream Media from the Perspective of Eco-translatology

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**Abstract**

With the ongoing enhancement of China's international communication capabilities, the role of mainstream media in external narratives has become increasingly prominent. The quality of English translations of external publicity texts directly influences the presentation of China's national image and the effectiveness of guiding international public opinion. Guided by the principles of Eco-translatology, this paper analyzes the ecological adaptation and selection mechanisms employed by Chinese mainstream media (such as CGTN and Xinhua News Agency) in the translation of international communication texts from three dimensions: the linguistic dimension, the cultural dimension, and the communicative dimension. Through a comparative analysis of typical texts, this study reveals that translators, when confronted with

politically charged discourse and cultural expressions unique to China, must dynamically balance the tension between fidelity to the source language and acceptability in the target language. The research indicates that the effective implementation of eco-translatology relies on the multidimensional adaptive capabilities of translators, the ideological control exercised by media institutions, and the process of reacceptance of the translated texts within the international context. Finally, this paper proposes the establishment of an evaluation framework for external publicity translation based on the eco-translatology perspective, aiming to provide theoretical support and practical insights for enhancing the international expressiveness of national discourse and the effectiveness of media communication.

**Keywords:** eco-translatology, international communication, external publicity translation; three-dimensional adaptation, discourse Expression

## 1. Introduction

In the context of the profound evolution of the global communication landscape, enhancing the international expressiveness of China's national narrative has become a crucial avenue for building the country's cultural soft power and increasing its international discourse power. As the core vehicle for the nation's external communication, the quality of English translations of mainstream media's external publicity texts plays a pivotal role in achieving effective cross-cultural communication (Liu, 2025). However, Chinese mainstream media currently face numerous challenges in international communication, such as the "cultural barriers" in discourse expression, the "translationese" in language style, and the "monolithic" strategies employed by translators. These issues adversely affect the dissemination of external publicity information and the understanding and acceptance of international audiences.

While traditional translation theories, such as the theory of functional equivalence and skopos theory, have explained the relationship between communication effectiveness and strategies to some extent, their explanatory power is limited in the dynamic and multifaceted communication ecology (Nord, 2018). Eco-translatology, an emerging translation theory proposed by Hu Gengshen, emphasizes that translation is a complex process of "adaptation and selection." Since its inception in 2001, this theory highlights that translators continuously adjust and select from the linguistic, cultural, and communicative dimensions to meet the acceptance needs of the target language context (Hu, 2014). Its core concepts not only transcend the linguistic aspects of translation but also focus on the ecological environment and the multifaceted interactive relationships within which translation activities occur. This approach demonstrates significant adaptability and explanatory power, particularly in the study of the translation of news communication texts.

In recent years, the theory of eco-translatology has gradually expanded from the realm of literary texts to encompass political texts, scientific texts, and news media translations, with particular attention being paid to its application in external publicity translation research (Xu & Zhou, 2015). For instance, Fan Linlin (2017) highlights in her study of the English translation strategies of the "Government Work Report" that translators must seek an ecological

balance between political sensitivity and cultural acceptability in order to achieve the communication objective of "expressing China and connecting with the world." Similarly, Xia Liang (2019) points out in her analysis of CGTN news translations that eco-translatology helps to unveil the deep-seated relationships between ideological control and discourse adaptation in news translation.

In the current landscape of international public opinion, Chinese mainstream media face substantial pressure from a Western-dominated discourse. The translation of external publicity texts is not merely a linguistic conversion; it is a political act of cross-cultural communication. Therefore, researching how to optimize the translation strategies of mainstream media within the framework of eco-translatology studies to enhance the "international communicative adaptability" of translated texts holds significant practical and academic value (Qin, 2023). Particularly when confronting challenges such as expressions unique to China, political terminology, and local cultural imagery, eco-translatology provides theoretical tools for "multidimensional adaptation" and "dynamic selection," enabling translators to transcend the technical limitations of "translation equivalence" and maximize the achievement of communication objectives.

Thus, this paper will adopt the theoretical framework of eco-translatology to focus on typical international communication texts from mainstream media such as Xinhua News Agency and CGTN. It will analyze the adaptive strategies and influencing factors across the linguistic, cultural, and communicative dimensions in their English translation processes, revealing the decision-making mechanisms of translators under the influence of multiple ecological factors. By combining theoretical insights with case studies, this paper aims to enrich the application research of eco-translatology and provide suggestions for enhancing the communicative power and influence of external publicity translation in Chinese mainstream media.

## 2. Theoretical Foundation

Eco-translatology, as a localized theoretical innovation in the field of translation studies in China in recent years, breaks away from the traditional translation theory's singular perspective of "language conversion supremacy." It emphasizes the active adaptation and dynamic selection by translators of the multidimensional elements of language, culture, and communication throughout the translation process. The fundamental logic of this theory is rooted in ecological principles, asserting that "translation is also an ecological act." Translators are not only adaptors within the translation ecosystem but also architects of ecological order (Hu, 2014).

### 2.1 Basic Concepts of Eco-Translatology

Eco-translatology was proposed by Professor Hu Gengshen in 2001 and systematized in 2004. He defined it as "the activity of language conversion completed by the translator through adaptation and selection across the linguistic, cultural, and communicative dimensions within a specific translation ecological environment" (Hu, 2014). The core of this definition emphasizes the dynamism, systemic nature, and multidimensional adaptability of translation.

In this context, the "linguistic dimension" refers to the adaptation in terms of vocabulary, grammar, sentence structure, and other language aspects, specifically the degree to which the translator adheres to the norms of the target language. The "cultural dimension" encompasses the transformation of cultural connotations, including background knowledge, historical cognition, and value concepts. The "communicative dimension" emphasizes whether the translated text achieves its communicative intentions within the dissemination context, in other words, whether the target language audience can accurately understand and accept the translation (Guo, 2025). Together, these three dimensions constitute the "three-dimensional translation" framework of eco-translatology.

Another key concept of eco-translatology is the "adaptation-selection" mechanism. When faced with the complex and ever-changing translation environment, translators need to flexibly adjust their translation strategies within this three-dimensional ecological system, making "optimal choices" to maximize the functional expectations and communicative effectiveness of the translated text (Liu, 2025).

### 2.2 The Compatibility of Eco-Translatology and External Publicity Translation

In the translation of external publicity texts for mainstream media, language serves not only as a carrier of information but also as a manifestation of ideology and cultural cognition. Effectively conveying discourse with Chinese characteristics in cross-cultural communication is a core challenge of external publicity translation. The "multidimensional adaptation" theory of eco-translatology aligns perfectly with the balancing logic among the threefold objectives of "content accuracy—stylistic appropriateness—cultural acceptability" in external publicity translation (Xu & Zhou, 2015).

For example, in the English translations of news from CGTN or Xinhua News Agency, expressions with Chinese characteristics such as "community with a shared future for mankind," "high-quality development," and "five-in-one" are frequently encountered. These terms carry complex cultural semantics and political discourse, and their English translation cannot rely solely on literal rendering; instead, it must seek expressions that are most acceptable to international audiences within the "cultural dimension" and "communicative dimension" (Liu, 2025). At this juncture, the principles of "cultural adaptation" and "contextual fitting" advocated by eco-translatology can provide theoretical support to translators, helping to avoid the barriers to understanding that arise from rigid and mechanical translation strategies.

Furthermore, in the current global communication landscape, Western media still dominate the international public opinion discourse system. Therefore, enhancing the visibility and interpretative power of Chinese discourse has become a strategic objective for media external publicity. The concept of "symbiosis within the ecological system," emphasized by eco-translatology, suggests that while adhering to the expression of intrinsic cultural values, it is also essential to respect and adapt to the communicative rules of the target language culture (Qin, 2023). This dynamic, negotiated translation strategy can help mitigate cultural conflicts and improve communication effectiveness.

*2.3 Theoretical Development and Practical Expansion*

Currently, the theory of eco-translatology has been preliminarily applied in various fields such as news translation, political text translation, and diplomatic discourse translation (Zou, 2023). Researchers generally believe that this theory can not only guide translators in making effective strategic choices within specific contexts but also serve as a framework tool for evaluating the quality of external publicity translation. For instance, Guo (2025) proposed the "Translation Adaptation Index Model," which applies eco-translatology to assess the cross-cultural adaptability of translated texts. Meanwhile, Xia Liang (2019) constructed a "News Discourse Ecological Indicator Table" to conduct a structural analysis of CGTN translation texts, validating the practical feasibility of eco-translational principles.

However, eco-translatology still faces several challenges, such as the lack of unified theoretical terminology and the need for enhanced operability. Nevertheless, as a composite theoretical system that integrates language, culture, communication, and cognition, it provides an important reference for constructing China's independent translation theory.

Eco-translatology not only theoretically breaks through the limitations of traditional translation paradigms but also offers an operational path that combines "localization and internationalization" for the translation practice of external publicity texts. In the following chapters, this paper will further explore the specific application strategies and communicative effects of eco-translatology in mainstream media external publicity through actual translation text cases from Chinese mainstream media, analyzed from a three-dimensional perspective.

## 3.  Case Analysis

*3.1 Overview of Research Objects and Methods*

To explore the application effects of eco-translatology in the international communication texts of mainstream media, this study selects several English reports from Chinese mainstream media, specifically CGTN and Xinhua News Agency, from 2022 to 2023, covering political, cultural, and social news. An adaptive evaluation framework is constructed through three dimensions: "linguistic dimension—cultural dimension—communicative dimension." This framework is combined with quantitative scoring and qualitative analysis to systematically analyze the eco-translational characteristics reflected in the texts.

Based on the previously proposed "adaptation-selection" theoretical model, this study establishes three categories of adaptability scoring standards (with a full score of 100), as follows:

• Linguistic Dimension: Whether it conforms to the linguistic habits of the target language, and whether there are instances of Chinglish expressions or redundant syntax.

• Cultural Dimension: Whether cultural loaded words and traditional concepts are accurately translated.

• Communicative Dimension: Whether the context of the international audience is considered,

and whether the translation enhances the acceptability and impact of communication.

Table 1. Scoring Results of Three Typical External Publicity Translations

| Case Number | Linguistic Adaptability | Cultural Adaptability | Communicative Adaptability | Total Adaptation Index |
|---|---|---|---|---|
| Case 1 | 85 | 72 | 88 | 81.7 |
| Case 2 | 78 | 80 | 81 | 79.7 |
| Case 3 | 90 | 68 | 92 | 83.3 |

As shown in the table, the total adaptation index of all three cases is above 80, indicating a generally good ecological adaptability. Among them, Case 3 scored the highest (83.3), particularly excelling in linguistic normativity and the realization of communicative intent. However, it showed some weaknesses in cultural adaptability, reflecting that cultural transmission remains a key challenge in external publicity translation.

*3.2 Case 1: Analysis of CGTN's Reporting on China's Two Sessions*

• Original Text Segment:

"China will stay committed to the path of peaceful development and foster a new development paradigm with domestic circulation as the mainstay and domestic and international circulations reinforcing each other."

• Translation Analysis:

Linguistic Adaptability: The translation is overall fluent and conforms to English expression habits, using phrases commonly found in political texts such as "will stay committed to" and "foster a new paradigm," which enhances its formality.

Cultural Adaptability: The term "国内国际双循环" is translated as "domestic and international circulations." While the semantic meaning is largely accurate, the word "circulations" does not fully capture the systemic and coordinated nature behind the policy. Some Western readers may lack an understanding of the term "circulation" in the political and economic context. It is recommended to provide annotations or contextual explanations in subsequent texts to enhance acceptability.

Communicative Adaptability: The translation successfully conveys China's developmental intentions to the outside world, with a positive tone and clear information. However, from the perspective of communication effectiveness, it is suggested that future reports include actual examples or data support to enhance persuasiveness and depth of communication.

*3.3 Case 2: Analysis of Xinhua's Reporting on China-Africa Cooperation*

• Original Text Segment:

"中非命运共同体建设成果丰硕，互利共赢理念深入人心。"

• English Translation:

"China and Africa have seen fruitful results in building a community with a shared future, and the concept of mutual benefit has won hearts and minds."

• Translation Analysis:

*Linguistic Adaptability*: The translation uses concise wording and follows standard sentence structures, aligning with the language style of English news reports. Phrases such as "fruitful results" and "won hearts and minds" are typical English expressions that convey the intended message effectively.

*Cultural Adaptability*: The term "命运共同体," a concept unique to China, is translated as "community with a shared future," which has formed a stable expression in the context of China's external publicity. However, there remains a comprehension barrier for the general international audience. It is recommended to provide appropriate explanations or references to diplomatic contexts when this term first appears.

*Communicative Adaptability*: This translation emphasizes both achievements and emotional resonance, enhancing the relatability of the communication. Particularly, the expression "won hearts and minds" reinforces value recognition, effectively increasing the international acceptability of the information.

*3.4 Case 3: Analysis of CGTN's English Reporting on China's Technological Innovation*

• Original Text Segment:

"中国致力于科技自立自强，加快突破关键核心技术。"

• English Translation:

"China is striving for self-reliance and self-strengthening in science and technology, accelerating breakthroughs in critical and core technologies."

• Translation Analysis:

*Linguistic Adaptability*: The translation uses the phrase "self-reliance and self-strengthening" to express "自立自强." While it is close to the original meaning, this combination is relatively uncommon and sounds somewhat rigid. It is advisable to use more widely accepted terms such as "independent innovation" or "technological self-reliance" to enhance the naturalness of the language.

*Cultural Adaptability*: The term "关键核心技术" is translated as "critical and core technologies," which maintains the rigor of the terminology and is suitable for the policy context. Overall, the handling of culturally loaded terms is relatively successful; however, the significance of these terms could be reinforced through background explanations for foreign audiences.

*Communicative Adaptability*: The translation clearly conveys China's strategic positioning in science and technology, showcasing policy direction. However, including international comparisons or examples of achievements would further enhance the communicative impact.

*3.5 Classification of Eco-translatology Issues and Suggested Countermeasures*

Through the analysis of the above cases, it is evident that Chinese mainstream media face the following ecological issues in external publicity translation:

Table 2. Ecological Issues in External Publicity Translation by Chinese Mainstream Media

| Problem Category | Specific Manifestations | Suggested Countermeasures |
| --- | --- | --- |
| Language Expression Issues | Occasional Chinese-style expressions, unnatural language combinations | Suggest using internationally accepted expressions and consulting native speaker reviews |
| Cultural Term Challenges | Terms like "命运共同体" (community with a shared future) and "双循环" (dual circulation) are unclear | Add annotations, metaphors, and background explanations to enhance cultural adaptability |
| Ambiguity in Communicative Context | Vague audience targeting and lack of supporting examples affect persuasive communication | Enhance the storytelling aspect of news and provide data support, clarifying discourse tone and target audience |
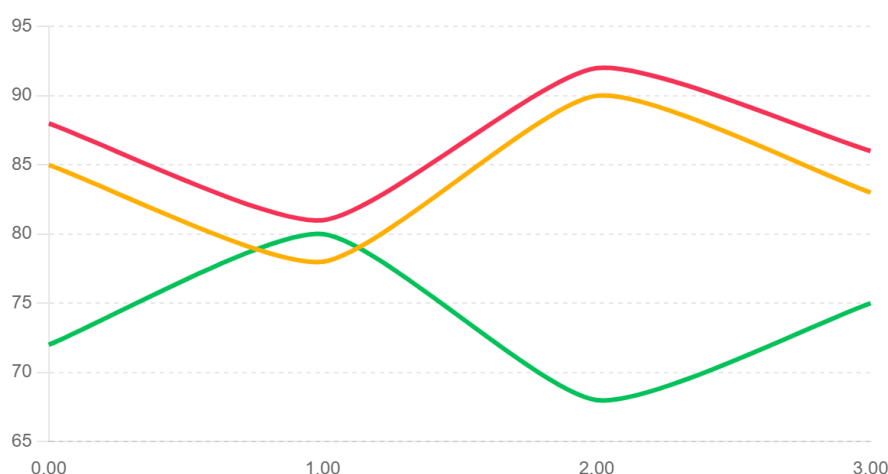


Figure 1. Scores for Linguistic Adaptability, Cultural Adaptability, and Communicative Adaptability

*Note*: Y: Adaptability Score, X: Case Number, Linguistic Adaptability (Yellow), Cultural Adaptability (Green), Communicative Adaptability (Red)

Based on the quantitative scoring table and figures mentioned above, we can observe the following:

The linguistic dimension generally received high scores (mean score of 84), indicating that the translators possess solid English translation skills. The cultural dimension is the weakest link (mean score of 74), highlighting the need for enhanced cross-contextual reconstruction of

Chinese cultural expressions. The communicative dimension has stable scores (mean score of 87), suggesting that the media has initially grasped the communication strategy of "telling China's story well" in the context of external publicity.

Therefore, through the case analysis of four typical reports from Xinhua News Agency and CGTN, it is evident that the three-dimensional perspective of eco-translatology effectively reveals the multi-layered and multi-dimensional adaptability mechanisms in external publicity translation. Between the linguistic, cultural, and communicative dimensions, translators need to make precise "adaptation-choices" to achieve efficient information dissemination. Particularly in the cultural dimension, there remains room for further improvement in external publicity translation, necessitating a deeper consideration for the contextual, cultural expectations, and political sensitivities of international audiences.

## 4. Exploration of Translation Ecology

### 4.1 The Diverse Composition of the Translation Ecosystem

Eco-translatology studies emphasize that translation is not an isolated activity but rather an ecological interaction process embedded within a specific socio-cultural system (Hu, 2014). In the translation process of external publicity texts by mainstream media, this ecosystem encompasses not only the source text, the translator, and the target text, but also includes elements such as government discourse policies, media platforms, international communication objectives, and the final recipients. Together, these components form a dynamic, open, and multi-dimensional ecological network.
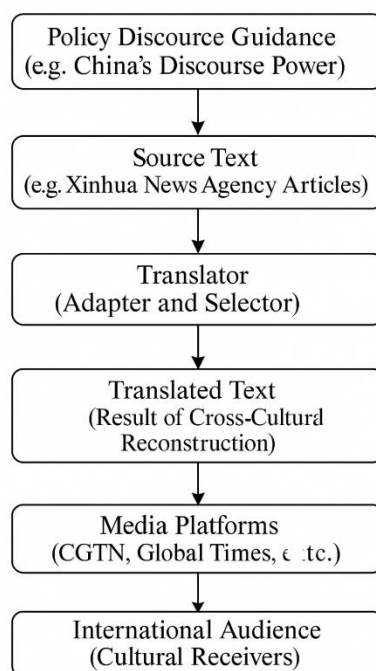


Figure 2. Ecosystem Model of External Publicity Translation by Mainstream Media

This model illustrates that external publicity translation is not merely a matter of language substitution, but rather a complex interactive process that spans across cultures and ideologies. In this chain, the translator assumes the role of an "ecological mediator," needing to strike a balance between linguistic precision, cultural acceptability, and political orientation.

## 4.2 Linguistic Ecology: The Translator's Adaptation and Selection Skills

The linguistic aspect of the translation ecosystem emphasizes the need for translators to make reasonable transformations among the grammatical structures, expressive habits, and information density of different languages. In mainstream media reporting, English news style often demands clarity and conciseness, with a clear subject-verb structure, while Chinese official texts frequently employ parallelism, rhetoric, and complex long sentences. Therefore, translators must utilize techniques such as sentence restructuring and logical adjustments to achieve "equivalent expression" within the linguistic ecology.

For example, the phrase "坚持以人民为中心的发展思想" is translated as "to uphold a people-centered approach to development." This translation effectively combines a noun structure with a verb-led expression, achieving both linguistic fluency and cultural resonance.

## 4.3 Cultural Ecology: Cross-Contextual Reconstruction of Chinese Expressions

The cultural dimension represents a core challenge in eco-translatology. Mainstream media reports often feature political discourse terms (such as "高质量发展" meaning "high-quality development," "五位一体" meaning "the five-sphere integrated plan," and "人类命运共同体" meaning "a community with a shared future for mankind") as well as culturally specific words (like "春运" meaning "Spring Festival travel rush," "清明" meaning "Tomb-Sweeping," and "大白" referring to "white-clad medical workers"). Such terms frequently lack direct equivalents in other languages, requiring translators to employ strategies such as borrowing, explaining, or rewriting to achieve "cultural ecological adaptation."

For instance, "清明节" is translated as "Tomb-Sweeping Day," which retains the cultural shell while conveying the cultural significance of ancestor worship during Qingming to an international audience using more accessible language (Zhang, 2021). This type of translation embodies an ecological concept of "cultural mediation and recreation."

Moreover, ideological factors also constitute a significant part of the cultural ecology. Translators must be acutely aware of the differences in political contexts between China and the West, to avoid political misunderstandings that may arise from literal translations. For example, "社会主义核心价值观" should be translated as "core socialist values" rather than "socialism's core values," in order to mitigate ideological resistance (Pan, 2015).

## 4.4 Communicative Ecology: Audience Orientation and Media Environment

In eco-translatology, the adaptability of the communicative dimension is reflected in whether the translated text aligns with the comprehension capabilities and acceptance tendencies of the target language audience (Hu, 2014). In the context of increasingly fierce global media competition, translators must not only strive for "linguistic equivalence" but also pursue the "maximization of communicative effects."

The translation of news texts particularly emphasizes audience-oriented strategies. Taking the English communication of "十四五规划" (the 14th Five-Year Plan) as an example, and adding a supplementary explanatory phrase such as "China's national development strategy for 2021–2025" can significantly enhance the effectiveness of communication (Zou, 2023).

At the same time, the ecological changes in media platforms also affect the adjustment of translation strategies. Emerging forms of communication, such as social media posts and subtitles for short videos, impose demands for high information density and more colloquial language in translations. Translators need to possess the ability to adapt across multiple platforms, achieving a "multimodal ecological adaptation" of the text.

### 4.5 The Ecological Role Restructuring of the Translator as a Subject

In the field of eco-translatology studies, translators are no longer viewed merely as "transparent intermediaries." Instead, they are recognized as "ecological operators" and "meaning regulators." Translators working in mainstream media's external communication must possess not only linguistic proficiency and cultural judgment but also ideological awareness. Additionally, they should have a certain level of media literacy and knowledge of international communication to effectively fulfill their roles as "cross-cultural ecological builders" (Xiong et al., 2023).

The cultivation of the translator's capabilities is also a crucial safeguard for achieving a high-quality eco-translatology system. Scholars have already proposed the establishment of an "eco-translatology talent training system," emphasizing the integration of multidimensional skill sets and cross-cultural critical thinking (Diamanti, 2022). This approach aims to prepare translators who can navigate the complexities of global communication effectively.

Overall, an analysis of the Chinese mainstream media translation ecosystem reveals its internal logic and external operational mechanisms through the lenses of language, culture, communication, and the role of the translator. The "adaptation-selection" theory provided by eco-translatology studies is not only applicable to the analysis of individual texts but can also be utilized for macro-level construction, optimizing pathways for external communication translation and strategic assessment.

Looking ahead, it is essential to integrate AI corpus technology and big data discourse analysis to establish a more systematic and dynamic evaluation mechanism for the translation ecology. This would provide theoretical support and practical guidance for China's external communication efforts, ensuring that they are both effective and responsive to the ever-changing global landscape.

## 5. Summary of Issues and Recommendations

### 5.1 Key Issues Identified

Through a systematic analysis of the external communication texts of Chinese mainstream media from the perspective of eco-translatology, it becomes evident that while current

translation practices have gradually developed an awareness of "three-dimensional adaptation in language, culture, and communication," several prominent issues still persist in practical operations (Yelwa et al., 2025):

1）Insufficient Language Adaptation: Some translated news texts exhibit issues such as Chinese-style expressions, long redundant sentences, and unclear sentence structures, which adversely affect the efficiency of information transmission (Wilczewski & Alon, 2023). These linguistic shortcomings can hinder the audience's understanding and engagement with the content.

2）Limited Cultural Expression: Many politically charged discourses and cultural imagery that embody Chinese characteristics are inadequately handled during translation. This results in a failure to effectively interpret cultural nuances and reconstruct meanings across different linguistic contexts, thereby diminishing the richness of the original content (Vishwakrma, 2023).

3）Neglect of Audience Orientation in Communication: Certain external communication translations prioritize "faithfulness to the original text" as the primary standard, overlooking the cultural cognitive structures and pragmatic expectations of the target language audience. This approach can lead to a disconnect between the message and its intended recipients, ultimately reducing the impact of the communication (Yelwa et al., 2025).

4）Weak Ecological Awareness: Some translators lack a holistic understanding of the communication chain, failing to recognize the significance and influence of their translation activities within the global communication ecosystem. This lack of ecological consciousness can lead to suboptimal translation outcomes that do not fully leverage the potential of cross-cultural exchanges (Wilczewski & Alon, 2023).

Addressing these identified issues is crucial for enhancing the effectiveness of external communication translations in Chinese mainstream media. By fostering a more robust awareness of eco-translatology principles, translators can better navigate the complexities of language, culture, and audience engagement, ultimately leading to more impactful and meaningful communication on the global stage.

*5.2 Recommendations for Improvement*

5.2.1 Establish an Ecological Evaluation Mechanism for External Communication Translation

It is recommended to develop a comprehensive evaluation system that combines both quantitative and qualitative approaches, grounded in the eco-translatology dimensions of "language, culture, and communication." This mechanism can enhance the measurability and operability of translation adaptability. It should be applicable not only for pre-translation assessments but also for quality control and proofreading processes prior to media publication.

5.2.2 Strengthen Translators' Multidimensional Ecological Competence

Incorporating eco-translatology theory into the systematic training of personnel involved in external communication translation is essential. Emphasis should be placed on developing the

following three types of competencies:

- Cross-linguistic conversion skills (Language Dimension)

- Ability to reconstruct Chinese cultural contexts (Cultural Dimension)

- Awareness of international communication and media adaptation skills (Communication Dimension)

Additionally, enhancing the interactivity and ecological adaptability of translation practices can be achieved through tools such as "translator ecological maps" and "audience response feedback mechanisms."

### 5.2.3 Enhance Standardized Translation Strategies for Culturally Loaded Terms

For frequently used cultural concepts such as "common prosperity" and "core socialist values," it is advisable to create a repository of alternative translations and a contextual adaptation manual (Zhang, 2022). Utilizing AI corpus technology for multilingual sentiment analysis can facilitate a reverse verification process, ensuring the stability of cultural expression and the coherence of communication effectiveness.

### 5.2.4 Establish a "News Discourse Ecological Model" to Assist in Generating External Communication Texts

By combining eco-translatology theory with discourse analysis techniques, a modeling tool centered on discourse intent, information structure, and cultural imagery should be developed (Yao & Li, 2024). This tool can guide the production process of external communication news, facilitating front-end guidance and back-end adaptation, thereby achieving the goal of "constructing ecological texts from the source."

### 5.2.5 Strengthen Collaborative Ecological Research Mechanisms Between Universities and Media

Promoting collaboration between university translation research teams and mainstream media organizations such as Xinhua News Agency and CGTN is crucial. This partnership should focus on conducting field research and co-creation mechanisms to establish an integrated translation ecological collaboration platform that encompasses production, academia, research, and application (Zhang, 2022), thereby fostering deep integration of theoretical innovation and practical communication.

Therefore, eco-translatology studies provide scientific and systematic theoretical support for the cross-cultural communication of mainstream media external texts. However, to truly maximize communication effectiveness, a multidimensional collaboration is required in areas such as institutional management, building translators' ecological awareness, technical support, and co-construction of international contexts. This paper advocates for the integration of eco-translatology concepts throughout the entire external communication chain, from translator qualifications to media operations, and from corpus development to content production, thereby constructing a Chinese external communication translation ecological system that is more internationally adaptable and competitive in discourse (Yao & Li, 2024).

## 6. Conclusion

With the continuous advancement of China's international communication strategy, the task of effectively promoting a discourse system with Chinese characteristics has become a critical aspect of external communication translation. This paper, grounded in eco-translatology theory and supported by practical translation cases from Chinese mainstream media, systematically explores the adaptation mechanisms of language, culture, and communication dimensions in translation, as well as the core role of translators within the translation ecological system (Wang & Wang, 2024). The research reveals that the "adaptation-selection" theoretical framework provided by eco-translatology studies can effectively guide and evaluate external communication translation practices, helping to achieve a balance among the naturalness of language conversion, the effectiveness of cultural dissemination, and the accomplishment of communication objectives (Ran & Huang, 2024).

From the perspective of the language dimension, the English translations of external communication texts by mainstream media generally exhibit a high level of linguistic normativity. However, some reports still display a "translationese" phenomenon, indicating that translators need to further align with the conventions of the target language and avoid Chinese-style expressions in their language forms (Díaz-Cintas & Zhang, 2022). Analyzing from the cultural dimension, the translation of political terminology and culturally loaded terms remains the most significant challenge, as expressions in different contexts require more semantic reconstruction and interpretative compensation. From the communication dimension, while current mainstream media have developed a certain level of international communication awareness, their communication strategies still require more refined and targeted designs to accommodate the cognitive structures of diverse cultural spheres (Wang & Wang, 2024).

Furthermore, this paper constructs a model of the "Mainstream Media Translation Ecological System," revealing the multiple ecological roles of translators in external communication translation, including language coordinators, cultural mediators, and communication guides. The ecological awareness, discourse selection abilities, and media adaptability of translators form the foundation for the healthy operation of the translation ecological system.

On a theoretical level, this study expands the application scope of eco-translatology theory within news communication texts, validating its interdisciplinary and cross-context adaptability. On a practical level, several actionable recommendations are proposed, such as establishing an eco-translatology evaluation mechanism, improving a multilingual database for cultural vocabulary, and enhancing the composite ecological literacy of translators. These suggestions provide feasible pathways for optimizing China's external communication translation efforts in the future (Ran & Huang, 2024).

In summary, external communication translation is not merely a process of language conversion; it is a vital link in the construction of national image and the transmission of values. Eco-translatology theory, as a composite framework that integrates linguistics, communication studies, and cultural studies, holds significant potential for development. Future research could further integrate artificial intelligence technology, international corpus databases, and cross-cultural feedback mechanisms to establish a new paradigm of external communication

translation characterized by "Intelligent Driving + Ecological Adaptation," thereby contributing to the sustained enhancement of China's international communication capabilities.

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