

## The International Dissemination of Contemporary Chinese Literature: The Case of English Translations of Mao Dun Literature Prize Winning Works

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In the context of the strategic scheme for Chinese culture to “go global”, the translation and dissemination of contemporary Chinese literature has become a hot topic. However, existing studies have primarily concentrated on the translation of individual works, thus displaying a somewhat fragmented picture failing to tell the whole story of English translation and distribution of Chinese contemporary literature. This paper aims to address these inadequacies via a specific emphasis on English translations of representative works that have won the Mao Dun Literature Prize. It employs digital humanities technologies to gather quantifiable data and statistics on the publication, overseas library collections, reviews, critiques, ratings and other pertinent metrics on all English translations of the Mao Dun Literature Prize winners, with the aim to uncover patterns and essential characteristics of the translations. The paper then quantitatively compares detailed numerical information on the translation of various works, analysing the overall landscape of the dissemination and reception of the English translations. In addition, it qualitatively explores the internal and external factors influencing diverse dissemination effects of this corpus of English translations. The research finds that the translation and dissemination pathways demonstrate a developmental trend, transitioning from an export-oriented model to an import-oriented model, and further, to a Sino-foreign cooperative model. Translations under different dissemination pathways show significant variations in their dissemination and reception: compared with the export-oriented and Sino-foreign cooperative pathways, translations under the import-oriented model boast relatively higher overseas library collections and more favourable reader assessments, and are mentioned more frequently in professional foreign reviews. Hence, among the three distinct translation pathways, the import-oriented model in particular enhances the international dissemination of Mao Dun Literature Prize works. Furthermore, the factors influencing the international dissemination effectiveness of literary works are numerous and intricate, encompassing internal factors such as the work’s social value and literary merit, and external elements such as disseminators, dissemination pathways, and translation receptors. By extensively examining the international dissemination of Mao Dun Literature Prize winners from various dimensions, this paper provides more scientific and comprehensive theoretical support for the

globalisation of Chinese contemporary literature and highlights the potential of digital humanities technologies for enhancing research on the translation and international dissemination of Chinese contemporary literature.

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